

THE PROCLAMATION TRUST

Proclamation Trust – Job Description	
Role Title	Supporter Engagement Officer
Incumbent	New role
Date Updated	July 2023
Manager	Operations Director
Direct Reports / People Management	None – works closely with: <ul style="list-style-type: none"> • Communications Officer • Recruitment and Marketing Officer
Role Overview	<p>The Supporter Engagement Officer is responsible for all fundraising activity and engagement with alumni and the wider community of friends and supporters of the Proclamation Trust. Building on the new Fundraising and Engagement Strategy, the postholder will be responsible for developing and delivering annual appeals for regular giving, developing and managing a pipeline of current and potential major donors, engaging with sending churches and their leaders, and identifying and approaching grant awarding bodies that have mission alignment with the Proclamation Trust.</p> <p>The postholder will need to be an excellent communicator who is able to build relationships with a range of supporters from all backgrounds and blend a theology of philanthropy and stewardship with proven experience of fundraising and relationship management.</p> <p>The post holder will work closely with other members of the Team, as well as the Trustees as needed, in all aspects of donor cultivation and engagement with a focus on promoting the charity and creating a sense of community among supporters.</p>
Key Duties and Accountabilities	<p>This role is critical in helping the Proclamation Trust to achieve ambitious annual fundraising goals to ensure long term financial stability. As a result, the core purpose of the role is to grow and engage a supporter base in order to secure initial, repeat, and increased funding year on year. The postholder will have the following key duties and responsibilities:</p> <ol style="list-style-type: none"> 1. Developing and deepening relationships with alumni and others who consider themselves part of the PT community to demonstrate (directly and indirectly) the impact of supporting PT through regular communications and visibility at events and grow the contactable potential supporter base. 2. Regularly and appropriately soliciting financial support through annual giving appeals that ensure the retention of existing donors and acquisition of new and lapsed donors. 3. Developing and managing a pipeline of current major donors, working to identify new potential donors, and undertaking tailored cultivation, solicitation, and stewardship activities as appropriate to secure significant and sustainable

	<p>income from those with capacity to make transformative gifts.</p> <ol style="list-style-type: none"> Identifying (sending and receiving) churches, other Christian organisations, and grant awarding bodies that have mission alignment with PT and proactively developing relationships with them and their leaders in order to secure annual financial support for the work of PT. Promptly processing gifts received and appropriately thanking and stewarding those who make a financial gift to PT. Supporting all other aspects of fundraising at PT including: database management, review and segmentation; support for trustees and other team members involved in fundraising activities; reporting on fundraising impact and effectiveness; being present at events and among the student body in order to develop relationships; and ensuring that all fundraising activities are undertaken in line with current legislation and best practice. 	
Person Specification	<p>A committed Christian and a strong communicator, the postholder will be a natural story teller who listens well and can adjust a narrative with integrity to best engage and inspire a potential donor. They will be creative and have strong administrative skills and have a proven ability to manage a dynamic workload effectively together with experience of soliciting four-figure gifts and deliver an annual income target. A team player, the postholder will also be able to work independently, be well-organised and responsive to all forms of communication, self-reflective and externally facing in their day to day work in order to build genuine relationships that will grow over the long term. This position will suite someone who is a strategic thinker, who takes pride in their work, and enjoys being part of a small and enthusiastic team that is committed to growing and securing the impact of PT nationally and internationally.</p>	
Core Competencies and Skills	Essential	Desirable
	<ul style="list-style-type: none"> Minimum of three years' experience of working in a similar role (fundraising, marketing, and or relationship management) with clear evidence of transferable skills Previous experience of engaging with a wide range of stakeholders to develop a sense of community Outstanding networking and relationship management skills with proven interpersonal skills and strong oral and written communication skills Ability to work independently with limited direction and supervision towards long range targets 	<ul style="list-style-type: none"> Previous experience of working in the charity sector Previous experience of working with board members and/or volunteers Experience with a CRM database Understanding of the motivations of philanthropy particularly for those of Christian faith Knowledge and experience of fundraising from trusts and foundations, statutory sources and corporates Familiarity with the work of PT

	<ul style="list-style-type: none"> • Creative and flexible self-starter able to work both individually and as a member of a consensus-seeking team • Organised and effective project manager, with the ability to manage multiple needs and assignments in a fast-paced charity setting to deliver strong outcomes • Genuine commitment to the mission and vision of the Proclamation Trust and ability to articulate the importance of the organisation's work to a variety of audiences • Proficiency with Microsoft Office and Google office suite • Demonstrable commitment to working in an inclusive way • Ability to maintain a high level of confidentiality and integrity 	
Location	London with some working from home flexibility	
Salary	£35,000 to £40,000 per year depending on experience	
Other	<p>This is a permanent, full-time role (although, for the right candidate, a part time or job share arrangement may be considered)</p> <p>It is a genuine occupational requirement that the office holder be in sympathy with the aims and beliefs of The Proclamation Trust.</p>	