



Job Description: Supporter Relations Manager

Salary	£22,500-£28,000 depending on experience
Hours	Full-time (37.5 hours a week)
Role accountable to	Fundraising and Outreach Team Manager
Works with	CEO, Finance, Communications, colleagues outside of the UK
Location	Oxford, UK

About Viva

Viva is a Christian charity based in Oxford with staff in seven countries and programmes in 27 countries. Together with our partner networks of churches we reach 2.2 million vulnerable children in an effective, efficient and sustainable way – changing lives, improving care and working towards long-term change in their situations.

We are **inspiring lasting change** in **children's lives** through the power of **collective action** because we have a vision to see children **safe, well** and **fulfilling their God-given potential**.

We believe that a network of churches and community organisations, locally focused and united in purpose, is the best possible vehicle for bringing lasting change for children.

To see more of our work, go to viva.org or blog.viva.org to read stories of lasting change in children's lives.

Job Overview

Reporting to the Fundraising and Outreach Team Manager, the Supporter Relations Manager will work closely with other members of the fundraising team at Viva to secure the budgeted annual philanthropic income. The team comprises a Fundraising Officer, a Database and Research Officer, Trusts and Foundations Manager, and the Fundraising and Outreach Team Manager who is responsible for Viva's communications. An external fundraising consultant also provides weekly support and mentoring. In addition, Viva employs two international fundraisers, one in the USA and one in Hong Kong, who are based in their respective countries. The Supporter Relations Manager is therefore responsible for leading the UK fundraising activity with a specific focus on major donors in the UK, churches, and regular individual donors. S/he will also provide support to the CEO who manages the relationship with the top global individual donors, and our international fundraisers where there is an overlap in strategies or resources. S/he is supported by the Fundraising Officer who provides administrative support to the whole team.

Person Specification

The post-holder will need to be experienced in and focused on relationship-building, with proven experience of developing relationships with people from all walks of life, as well as with individuals within organisations who are effective leaders. A strong communicator, the post-holder will be a natural storyteller who listens well and can adjust a narrative with integrity to effectively engage a potential donor. They will have strong administrative skills and 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 post-holder 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.

Main Responsibilities

1. UK Major Donor Management

Working closely with the CEO, the Supporter Relations Manager will be the relationship manager for all major donors (over £1,000 per annum) and prospects who are capable of giving at this level. The CEO will be the relationship manager for all High Net Worth Individuals (HNWI) (over £5,000 per annum). Together, they will be responsible for delivering the annual philanthropic income budget for this group of donors. This will be achieved through:

- Regular review of database and donation histories of individuals to identify new, existing, lapsed, and historic major donors
- Population, management, and regular review of a prospect pipeline (in consultation with the CEO and Fundraising Director or equivalent in due course)
- Development of prospect plans for each major donor and HNWI, in consultation with the CEO (and Fundraising Director or equivalent in due course), that set out tailored engagement strategy for each individual and are regular reviewed (at least annually)
- Regular interactions over the course of the year and meeting with each existing major donor face-to-face at least twice a year
- Prospect research of potential major donors and at least one face-to-face meeting within the year to determine/confirm capacity and inclination
- Development of opportunities to steward existing major donors including events and communications that are impact focused
- Development of opportunity to engage potential major donors including events and resources that tell the Viva story and the impact of personal philanthropy
- Providing monthly reports on major donor income and progress across prospect pipeline

2. UK Church (and Groups) Engagement

Although it is not anticipated that significant funding will be received from UK churches or community groups (Scouts etc), they are key to the acquisition of new individual donors. The Supporter Relations Manager will be focused on increasing the number of churches that are actively supporting Viva (both directly and indirectly through promotion of Viva to church members) and the degree of support that is given each year. S/he will be responsible for delivering the annual philanthropic income budget for churches. This will be achieved through:

- Identification of all active supporting churches and regular stewardship and acknowledgement of the impact of their support
- Identification and engagement with potential new church partners with a focus on Oxfordshire, historic church supporters, and those churches attended by Viva employees
- Regular face-to-face meetings with church leaders, mission support groups, or other nominated representatives of each church to develop a personal relationship and help communicate how a relationship with Viva is mutually beneficial
- Systematic and strategic use of existing communications, that are regularly refreshed in church, and promotion of Viva across church leadership and congregation
- Development of new material specifically for churches as required, including promotional material and specific resources for children/youth groups and home groups
- Development, promotion, and implementation of church engagement events, specifically those linked to World Weekend of Prayer and Big Church Day Out
- Development, promotion and implementation of two church fundraising initiatives each year, to include the Christmas Parties programme
- Securing 'platform spots' in church services throughout the year so that a Viva speaker is invited to each active church at least once a year
- Speaking on behalf of Viva at church services and events, as required
- Providing monthly reports on church income and review of engagement activities and initiatives

3. Other

From time to time, the Supporter Relations Manager may be asked to take on additional responsibilities including:

- Reviewing progress of the whole team against the current business plan
- Assisting with the development of the business plan in future years
- Reviewing and revising the fundraising strategy when required
- Providing support and advice to the international fundraisers
- Assisting with UK-based events, specifically Open Office events, particularly where there are opportunities to engage with existing or potential new donors
- Using social media or other forms of communication to intentionally promote Viva messaging and initiatives to potential or existing donors
- To actively participate in the wider life of Viva (e.g. attending devotions, staff away days)

Personal Specification

Experience and Knowledge

Essential	Desirable
Educated to degree level or equivalent	Management or fundraising qualification
Experience of asking individuals for philanthropic support	Experience in supervising staff/volunteers
Experience of asking organisations for philanthropic support and/or building relationships with them	Experience in relating to churches – especially ministers and mission groups
	Managing a fundraising programme
	Prospect pipeline management

Skills and Aptitudes

Essential	Desirable
Ability to build relationships with individuals and organisations	Prospect research skills
Strong communications skills and an excellent command of spoken and written English	
Demonstrates awareness of relationships in a Christian context and able to work well with people of different cultures and nationalities	Experience of living in a developing country
Excellent diary management	
Attention to detail and accuracy	
Ability to work under pressure and meet deadlines	
Strong use of MS Office (Word, Excel, Outlook, PowerPoint) and the internet; experience of using a relational database	
Ability to manage a dynamic and changeable workload	
Confidence in speaking on behalf of Viva at church services and promotional events	
Willingness to travel around the UK to meet donors and speak at churches	Full, clean UK driving licence

General Qualities & Values

- Integrity, honesty, trustworthiness
- Team player who can also work independently
- Friendly, approachable and calm under pressure
- Inspires confidence within and outside of the organisation
- Works alongside colleagues with grace
- A desire to develop team skills
- Self-motivated, pro-active and flexible
- Identification with and wholly in sympathy with the Christian ethos, aims and values of Viva
- A heart for “children at risk”

Terms and Conditions of Employment

This is a full-time role for Viva, located at its Oxford offices in the UK. Any offer made will be subject to the receipt of satisfactory references. The appointment will be confirmed, subject to a satisfactory six-month probationary period. Annual performance appraisals are undertaken. It is a requirement of all staff to be familiar with the contents of the Staff Manual, including the Values and Code of Conduct of Viva and to comply fully with the policies contained therein together with our Child Protection Policy. There exists a Genuine Occupation Requirement for this role that the staff member is a practising Christian, regularly attending a church.

Holiday: 33 days per annum, including 3 compulsory days and 8 public holidays
Pension: Auto enrolment into pension scheme
Sick Pay: In accordance with internal policies and the requirements of SSP

Contact

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PA to the CEO & Operations Officer

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