

Job Description

January 2025

JOB TITLE	Community Outreach Manager, Midlands, England
WORK BASE	Aid to the Church in Need UK, Remote Working
RESPONSIBLE TO	Head of Community Outreach UK
RESPONSIBLE FOR	Managing Community Fundraisers in Diocese of Hallam, Birmingham, Northampton, and Nottingham A portion of appeals in your area Volunteers in the Midlands area Managing admin and booking appeals for Community Appealers Managing the Membership Process
COORDINATING WITH	Head of Community Outreach Resources Lead Head of Press & Information Digital Marketing Manager ACN Trading Manager Head of Finance Community Outreach Team Fundraising & Marketing Events Manager for UK Head of Support Services

MAIN PURPOSE

This is a full-time post helping to build Aid to the Church in Need's profile in the Midlands of England, through developing relationships, networking, building a solid base of volunteers, recruiting Community Appealers and managing a Community Fundraiser who will cover Birmingham, Hallam, Northampton and Nottingham dioceses, as well as managing temporarily, the existing Community Fundraiser in the Northwest. The main purpose of having Fundraisers and Appealers in these dioceses is to increase ACN Income and name acquisition. This is achieved by working in parishes, schools and the wider community.

RESPONSIBLE FOR

Key areas of responsibility include but are not limited to:

Staff

To manage the performance and development of the Community Fundraisers in your area whilst delivering OKRs and guiding staff on the initiatives that will help them achieve their key results in accordance with the 10-year vision. To recruit, train and engage volunteers and community appealers in your areas, keeping them updated with fresh scripts and ensuring they have the equipment needed for appeals and talks. Each appeal/talk will require to be uploaded and updated on Monday.com (CFs will do their own)

Youth Membership

To oversee the youth membership programme, carry out training with other Community Outreach Managers so that they in turn will train their own staff. Keep abreast the process, updating and reviewing where necessary. Have a training programme and development plan in place for all presenters. Regularly evaluate the programme's effectiveness and delivery with a tick sheet guide.

Strategy

Help shape, implement, review and improve a fundraising development strategy in conjunction with the Fundraising & Marketing Department, focusing significantly on parish and school development as well as major donors and to work to agreed fundraising and non-fundraising targets.

Developing Networks

Through speaking engagements, in person meetings, attendance at events, written approaches and other appropriate gatherings to:

- Build strong communication and fundraising links with the Catholic Parish Priest network at parish and deanery level.
- Build strong relationships in terms of communication and fundraising with existing benefactors and, in particular, high value donors, regular donors and long-standing givers in your area.

Advocacy

Network with and influence key stakeholders such as the Education Commission, the Catholic Bishops' Conference, CAFOD, Missio, the Catenians, Justice and Peace network, Knights of St Columba, as well as Inter-Faith and Multi-Faith groups.

Events

You will be called upon as a manager to assist our UK Events at large events such as Red Wednesday, Parliamentary events and the Christmas Choir Concert. You will also be expected to attend and participate in the 2 ACNUK Conferences per year set in January and May as well as help organise the Community Outreach Conferences.

Social Media in England Central

- Create social media initiatives working alongside the Digital Media team in the National Office in Sutton.
- Promote national campaigns and events on social media.
- Maintain a strong presence of ACN within the social media community in Southeast England.

Communication

External

- To help build Aid to the Church in Need's Digital online profile in conjunction with ACN's Digital Media Team.
- To speak at events and conferences with an aim to spread the word about the work of ACN with a view to increasing our number of benefactors and income.

Internal

- Guided by existing procedures at the UK National Office to establish, as required, best practice policy and procedures for management and development.
- Meet with your CF Team regularly
- Meet with Community Appealers regularly
- Meet with the complete Community Outreach Team
- Meet with other Community Outreach Managers regularly
- Attend Fundraising and Marketing Meetings.

Reporting

Prepare financial reports when requested as well as quarterly report on the highlights from your area to Head of Community Outreach.

EXTERNAL AND INTERNAL RELATIONSHIPS

This post will report to the Head of Community Outreach, with whom immediate as well as long-term targets will be agreed. The Head of Community Outreach will provide the Community Outreach Manager with the necessary support to develop his/her own role.

This role will also develop strong working relationships and liaise with colleagues across Departments in other offices, as well as Project Partners throughout the world, the ACN General Secretariat and other International offices. The role will also develop strong working relationships and liaise with external organisations such as the Catholic Education Services in England and Wales, the Bishop's Conference of England and Wales, Southeast of England Head Teachers and RE Teachers in both state and independent Schools.

Deputising

You will operate with a 'Buddy' who if required will act on your behalf in your absence. This will be another manager, or a person chosen for career development.

PERSON SPECIFICATION

Technical Competencies

- Practising Catholic and in-depth understanding of the Catholic faith and Church teachings.
- Excellent personal connections on a regional or diocesan level with clergy, schools or special interest groups.
- Ideally, with professional experience in Community Fundraising, but experience in other fundraising areas will be considered.
- Confident communicator and public speaker.
- Excellent communication skills and manner at all levels both over the telephone and in person.
- Clarity and sensitivity when communicating with benefactors and members of the clergy in person and in writing.
- Excellent eye for detail and proofing skills.
- Good organisational and administration skills.
- Excellent negotiation and relationship building skills.
- Hold a driving licence, have access to a car and be prepared to travel with occasional overnight stays.
- Knowledge of bespoke database The Raiser's Edge desirable.
- ICT literate in Microsoft Outlook, Word, Excel and PowerPoint, as well as experience with the professional use of popular social media platforms.

Personal / Interpersonal Competencies

- Excellent management and inter-personal skills.
- A self-starter, able to work both independently and as part of a team.
- Exceptional time-management skills.
- Willing to 'own' distinct areas of work.
- Creative, practical and hands-on approach.
- Keen to input ideas.
- Willing to learn and to undertake online and offline training.
- Tenacity, persistence and flexibility.

Strategic Competencies

- Motivated by the cause supported by Aid to the Church in Need, sympathy with the mission and values of Aid to the Church in Need.
- Experience of developing fundraising and developing fundraising strategies.
- Experience of or an interest in the charity sector.