



Dear Applicant

Post of Campaign Manager

Thank you for your interest in this post. Please be assured of my thoughts and prayers as you consider this position as a possible next step in your vocation. To guide you in applying, the following documents are included in this pack:

- A job description with the main terms and conditions, including a person specification
- Background information about Langham and the post
- The most recent Trustees report /audited accounts as separate download

For more general information about the charity, please refer to our website, www.langham.org

We are happy that the successful applicant works from home or a convenient office but regular (weekly?) visits to the Langham Service Centre in Carlisle are envisaged and therefore we are seeking a candidate within easy travelling distance of this location.

Langham Partnership has a strong Christian ethos and consequently some of the jobs within the organisation have a genuine occupational requirement (GOR) for the postholder to be a practicing Christian. This position, on our UKI senior leadership team, has been assessed as having a GOR for the postholder to be a Christian.

Your application should include a full CV accompanied by a letter outlining how you meet the person specification. Please include some information about why you are interested in this role and your Christian involvement. We also require the names/contact details of two referees. These will not be contacted without your agreement. Applications should be emailed to john.libby@langham.org

The **closing date for applications is 12 noon Friday 21st July**. Interviews for the shortlisted candidates will take place in Carlisle on negotiated dates over the summer. If you wish to discuss the post informally please call me on 07816 065518.

With Christian greetings,

A handwritten signature in black ink, appearing to read "John Libby". The signature is written in a cursive style and is positioned above a horizontal line that spans the width of the signature.

John Libby, National Director, Langham Partnership UK & I



Langham Partnership (UK & Ireland) Campaign Manager

Job Description

Purpose

Langham Partnership UK and Ireland (UKI) is about to undertake a capital campaign which will be part of a £40m global campaign coordinated by Langham Partnership International (LPI). Langham's global vision is to see churches in the Majority World equipped for mission and growing to maturity in Christ through the ministry of pastors and leaders who believe, teach and live by the Word of God. Its mission is to strengthen the ministry of the Word of God through:

1. Nurturing national movements for training in biblical preaching (Langham Preaching);
2. Multiplying the creation and distribution of evangelical literature (Langham Literature); and
3. Strengthening the theological training of pastors and leaders by qualified evangelical teachers (Langham Scholars).

The Langham UKI campaign will focus on increasing sustainable annual income as well as larger gifts to support specific ministries over the next fifteen years with the Langham UKI aiming to raise at least £5m between 2018 – 2022.

There is now an opportunity to appoint a Campaign Manager who will work alongside and support the National Director to develop, manage, and implement all aspects of the UKI campaign, working closely with colleagues in the USA and a retained consultant who has developed the initial fundraising strategies, as needed.

Person Specification

The post-holder will have had at least five years' experience of managing fundraising campaigns and a good understanding of what initiatives and programmes are likely to be successful to engage support from Christian philanthropists. They will have had experience of identifying potential donors and engaging current donors, as well as personal experience in developing relationships with individuals of all ages and from all backgrounds. Although the majority of face to face solicitation will be done by the National Director, the Campaign Manager will be expected to solicit gifts directly and indirectly and so experience of soliciting would be preferable.

The Campaign Manager will report directly to the National Director and will work within a senior leadership team of four including the Managers of Strategy, Resources and

Operations. Although employees are based across the country, Langham UKI is based in Carlisle and electronic and in person meetings are held monthly.

Langham UKI has recently moved its database to eTapestry and there are currently around 4,000 individuals on the database of whom around 1,300 have given in the last three years.

Job Description

The Campaign Manager is responsible for developing, implementing and managing all details of the fundraising campaign, tracking donor engagement data, and guiding the development of engagement strategies for individual donors in order to see the campaign succeed within the campaign period.

Reporting to the National Director, the Campaign Manager will have the specific responsibilities for the following areas:

Prospect Engagement

- Identifying, segmenting, and engaging current donors
- Identifying and engaging prospective new donors
- Developing and managing a prospect pipeline
- Working with the National Director to develop engagement plans and events for key donors
- Monitoring and evaluating engagement progress
- Undertaking prospect research
- Overseeing preparation of draft proposals for foundations, churches, corporations, etc

Campaign Development

- Developing, managing, and implementing a campaign strategy
- Developing, managing, and implementing a minimum of two annual direct solicitations for the duration of the campaign
- Working with the Communications Team and USA counterparts to develop fundraising material (web and hard copy)
- Developing, managing, and implementing fundraising events to engage and thank donors

Campaign Monitoring and Evaluations

- Developing and monitoring a donor pyramid
- Developing and monitoring campaign income projections
- Regularly reviewing and reporting on campaign income progress

Campaign Support

- Developing briefing materials for the National Director (or other solicitor) prior to each step in the cultivation and solicitation process, including documentation of gift commitments
- Developing and implementing gift agreement documentation and other follow up/support materials to ensure gifts are closed and donors stewarded
- Documenting and recording contact reports for all meetings and other engagements with donors and prospects
- Ensuring that data on the database is up to date and accurate
- Commissioning, writing and contributing material for a range of internal and external communications

- Providing regular reports to the Board and others engaged in fundraising for Langham UKI
- Providing support to the Campaign Committee as required

Key Skills:

1. **Passion:** Above all, the Campaign Manager should have a passion for the mission of Langham UKI and not simply be an individual seeking a fundraising position. He or she should have had some involvement in similar or related organisations, professionally or personally, and be able to demonstrate a genuine interest about and knowledge of Langham UKI.
2. **Leadership Ability:** The Campaign Manager should understand that managing a campaign is like running a small business for which he/she will have responsibility. This means that the post holder is responsible for its success and therefore must be confident working independently, be able to engage others and harness their skills and abilities, be reliable and communicative, and, above all, be able to take the initiative.
3. **Technological Ability:** The Campaign Manager should be well acquainted with Word, Excel, Outlook and use of the web, etc. Ideally the selected candidate will be able to create appropriate forms with graphics and use technology to manage and communicate creatively and effectively. Experience of using and managing a relationship database would be preferable.
4. **Attention to Detail:** The Campaign Manager should show experience of demonstrating accuracy and attention to detail across a varied workload and while engaging with a range of individuals (from volunteers to donors to prospects to other members of the team). Experience of high quality written and spoken English is essential together with evidence of good practice in follow up and other correspondence.
5. **Experience:** The Campaign Manager should have a minimum of five years' experience working in either fundraising or campaigning that has resulted in significant change to the organisation through the development and implementation of successful campaigns. A good knowledge of national (and international) fundraising trends as well as an awareness of current issues and pressures facing fundraising in the UK would be advantageous. S/he will have had experience of identifying potential donors and engaging current donors, as well as personal experience in developing relationships with individuals of all ages and from all backgrounds.

Salary and Other Benefits

Remuneration: £30,000 = £35,000 depending on experience
 Hours of work: full-time, 37.5 hours per week Monday to Friday. However, you may be expected occasionally to work such hours in addition to these hours as are reasonably required for the proper performance of these duties.
 Place of Work: A combination of home/Service Centre (in Carlisle) to be confirmed.
 Holidays: 25 paid working days in addition to UK public holidays and those working days falling between Christmas and New Year
 Pension: LP UKI will pay pension contributions equivalent to 8% of your salary

Christian commitment (Genuine Occupational Requirement)

This position carries membership of the UKI executive senior leadership team and therefore the requirement to act in an ambassadorial role for Langham. The post holder will be required to demonstrate Christian commitment and an obvious attitude, motivation and devotional rhythm as a result of their faith. Our Staff Handbook expresses this:

As this attitude and motivation come only from a relationship with Christ, it becomes a Genuine Occupational Requirement (GOR) that most of our staff are committed Christians. Roles that have significant leadership, or that are central to fulfilling our aims and purposes, or developing and maintaining our Christian ethos, will always be held by committed Christians. There are other roles that have key spiritual elements that can only be carried out by a committed Christian. It is also essential that these attitudes and behaviours continue, so we expect our staff to act in good faith and with loyalty to that relational ethos and to evangelical Christian standards of behaviour. Failure to do so may result in disciplinary action.

All job offers are subject to receipt of satisfactory references.



Langham Partnership UKI Background information for Candidates

Langham's Vision:

To see churches in the Majority World equipped for mission and growing to maturity in Christ through the ministry of pastors and leaders who believe, teach and live by the word of God.

Langham's Mission:

To strengthen the ministry of the Word of God in countries where churches are under-resourced by:

- Enhancing evangelical theological education (Langham Scholars)
- Fostering the creation and distribution of evangelical literature (Langham Literature)
- Nurturing national movements for biblical preaching (Langham Preaching)

Langham's International Structure:

This Vision and Mission is furthered by 6 National Partners (LP's) bound together by a Protocol, raising the funding for the three Programme Streams. The international operation is coordinated by an International Council (LPIC) and an international Executive Committee formed of 2 International Directors, 3 Programme Directors and 2 National Directors (from USA and LP UKI, whose LP's presently provide over 80% of global income).

Role of Langham Partnership UKI

As one of six LP's, UKI's role is to:

- Maximise fundraising capacity (annual/regular; capital campaign; legacies; events)
- Enhance profile and communication (staff, donors and potential donors)
- Increase operational excellence and manage resources well (staff; reserves; systems)
- Help strengthen global alignment, strategy and governance

In addition to these general LP roles, the UK is host to the Langham Service Centre with its significant literature distribution, warehouse and programme support functions, and is also host to many international funding flows. These combine to produce a complex range of financial, legal and HR responsibilities.

After the recent (mid 2016) construction of a **Five Year Strategic Plan** and funding feasibility study (Mar 2017), boards in the USA and UK are committed to a global capital campaign of around £40m. This is anticipated to launch Spring 2018 for the UK.

Significant investment has recently taken place in implementing two cloud based systems. The global finances are now accounted for by '**Intacct**'. Supporter engagement in the UK is now managed and developed with the help of the '**eTapestry**' CRM system.

UKI Operational Structure

To focus on its role, UKI defines itself in 4 operational areas:

- 1) Strategy
- 2) Resources
- 3) Development
- 4) Operations

Each of these areas is headed by a full-time Manager, with these four forming the Senior Leadership Team under the leadership of the National Director (himself one of the four). The CFO (new full-time position) will lead the Resources area and the Campaign Manager (new position) will lead the Development area.

Each area has access to part-time and consultancy support. Every aspect of LP UKI's work to is allocated and managed in one of these 4 areas. Assuming targets are met and activity increases, it is likely that an Executive Assistant will be required to give administrative support across all areas.

Development	Strategy	Resources	Operations
<i>Maximise Fundraising</i>	<i>Global alignment, SP and governance</i>	<i>Manage and steward well</i>	<i>Enhance profile and Communication</i>
Funding <ul style="list-style-type: none"> - Annual - Capital Campaign - Legacies - Events - Major gifts 	5 Year Strat Plan <ul style="list-style-type: none"> - Revisions - Implementation Board LP Partnerships Prayer & devotions Governance Annual timetable Relationships Risk assessment Companies House Charity Commission	Financial Accounts Mgmt Info Budget i/c & exp Property Balance Sheet Asset mgmt. Reserves INTACCT Recording and reporting	Staffing/HR Comms <ul style="list-style-type: none"> - Digital - Print - Internal - External Marketing Data security Database Systems/IT Website Compliance eTAPESTRY Supporter Management HR Toolkit Staff management
Key performance indicator			
Funding totals UKI Cap Campaign UKI annual funding	Board assessment and confidence UKI 5yr Strategic Plan	Timely, accurate reports SLT confidence	Increased enquiry and supporters Staff confidence
National Director focus			
2.5 days/week	1.5 days/week	0.5 day/week	0.5 day/week