



**Fundraising, Marketing &
Communications Manager**
INFORMATION PACK





enabling effective outreach and discipleship among
children & young people

Dear Candidate

I started Thrive Youth Ministries in October 2011 as I was concerned about the statistics showing how young people were disengaging with Church across the country. More recently, our own research suggests that almost 80% of local churches do not have any provision for young people.

Thrive has a vision and strategy to not only see this reversed, but to see every church within our local region with a thriving youth (and children's) ministry.

Thrive is an independent charity, dependent on the generosity of individuals and local churches. We are at an exciting time in our history as we see ever-increasing opportunities to mobilise churches, to enable healthy leaders and to invest in the next generations.

Each year we work with over 60 different local churches through individual support and training events as well as with many children and young people connected to some of these churches. Our heart it to enable churches to be more effective and fruitful in sharing the Gospel with young people. We don't do youthwork *for* them, but we will do it *with* them.

As our work has grown, we have had to increase the size of our team to meet the growing need. We have done our best to foster positive relationships with supporters, both individuals and churches, as well as organising various fundraisers. Each staff member gives 10% of their time to fundraising and partner-raising. We now find ourselves in a place where we need someone to join our team with the expertise to not only take a lead on raising much-needed funds but also to better equip the team of staff and trustees to maximise the opportunities, to raise the profile and the need of Thrive Youth Ministries.

We are looking to recruit someone who can confidently develop a communications strategy that can incorporate Thrive's vision and strategy for the region and enables us to gather the fruit that the Lord has prepared for us. The role requires excellent teamwork skills as you will be required to manage the fundraising of the team as well as be competent in fundraising, marketing and communications.

If you are excited by this challenge, and you have the necessary skills, experience and a sense of calling then we would be delighted to receive your application.

If you would like to discuss the role informally, do get in touch.

Blessings

A handwritten signature in black ink that reads "Andy".

Andy Castle

CEO & founder

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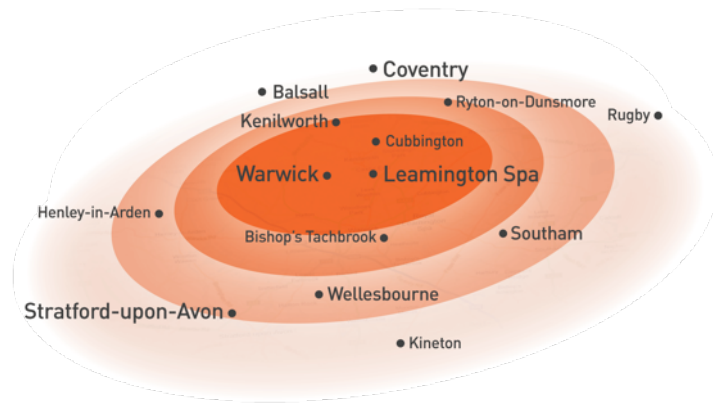


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Thrive Youth Ministries is a local mission partner of Scripture Union and is an independent charity registered no. 1145794

Thrive's vision is to see every church within our local area with a thriving youth ministry.

To see our vision become a reality, we realise we need to help churches with both their youth work and their children's work. Thrive offers support to local churches to be more fruitful in reaching out to children and young people, and seeing them come to faith in Christ. We want to encourage leaders in their discipleship of the next generation and we offer practical advice, training and skills as well as encouragement, nurturing and inspiration.



Our Mission

We seek to see our vision become a reality by focusing on three main areas:

MOBILISE

The Church

ENABLE

Healthy Leaders

INVEST

In the Next Generations

Thrive's leadership structure

Thrive is a small charity, trying to achieve great things for God's Kingdom across Warwickshire and Coventry. Our staff team spearhead the charity and are held accountable by the Board of Trustees who serve Thrive on a voluntary basis.

The current staff team consists of:

CEO & founder - Andy Castle

His role is to hold Thrive's vision and strategy development, as well as to lead all the youth ministry support for local churches.

Children's Ministry Adviser – Fiona Stutton

Since taking up the role in May 2016, Fiona has worked alongside churches to help them develop their outreach and discipleship of primary school aged children.

Youth Mission Enablers – James Yates & Ryan McNair

James and Ryan both joined in September '21 to work alongside churches primarily through our Manifesto initiative.

Youth Events & Courses Lead – Tim Crummack

Tim has just joined the team and oversees our youth gatherings, including our Basecamp youth weekend, and our courses, including Youth Growing Leaders. He also oversees the development of our various leadership networks.

Youth Outreach Enabler – currently vacant

We are looking to recruit an experienced youth worker to help develop our support for churches in trying fresh ways to engage with young people outside of the church, and to optimise the use of the Warwick Youth Bus, a double-decker bus, converted into a state-of-the-art mobile youth centre.



Fundraising, Marketing & Communications Manager

This position is a new role at Thrive Youth Ministries, and builds on the work carried out by our existing team over the past 13 years. Over this time, we have established some key relationships with individual supporters, local church partners and a few grant-making trusts.

We have established email mailing lists that include supporter e-bulletins, prayer support, and targeted emails for both youth leaders and children's leaders. We have also an established social media following on Facebook, Instagram and YouTube.

Thrive staff members give 10% of their weekly time to raising and investing in partner support so, whilst this role is only for one day per week, it does benefit from having these additional hours from the rest of the team.



Thrive's Core Values

Our core values are different to our beliefs and so examples such as a committed prayer life, Biblically based and loving, are seen as givens for all Christians.

Our five core values are what we want to see displayed, whatever we are doing. These should affect how trustees work together, how the staff team engage with one another and all that we do as we serve the Church across the region.

1. Courageous dependence on the Spirit (Galatians 5:25)
2. Making a Kingdom difference (Matthew 28:19-20)
3. Dynamic and life-giving (John 10:10)
4. Purposefully encouraging and building others up (1 Thessalonians 5:11)
5. Extravagant generosity (2 Corinthians 9:15)



Overall purpose of the Role

The Fundraising, Marketing & Communications Manager will enhance our engagement with new and existing supporters and stakeholders to support Thrive's overall mission, through an integrated fundraising, marketing and communications strategy.

Key Responsibilities

1. Relationship Development

Support the Thrive team in developing and growing our donor base, with a focus on increasing new donors and the cultivation of stronger relationships with our current supporters. This will include the management of campaigns, event planning, legacy bequests and overall prayer support and the development of flexible supporter pathways with a clear pattern of touch points appropriate to each group of supporters. The Manager will also work with colleagues to capture and write up compelling stories of transformation for sharing with our supporters.

2. Digital Fundraising

Develop a coherent digital presence, ensuring excellent communications through Thrive's website and social media channels with a steady stream of eye-catching posts to inspire supporters.

3. Trusts & Foundations

Research and update data on key trusts and foundations, draft grant applications as appropriate and steward donors via compelling project reports.

4. Capacity Building

Support staff and trustees to engage new and existing supporters through a culture that recognises fundraising as a shared responsibility, ensuring that lessons continue to be learned and applied to future activities.

5. Team Support

Regular involvement in team and prayer meetings, as agreed with the CEO.

This role requires the ability to model excellent fundraising and communication skills and to impart these skills to the wider Thrive team. You will be a self-starter, be able to develop and deliver a communications strategy and be willing to join in with the regular prayer life of Thrive.

Personal Specification

E=Essential D=Desirable

Experience:

- a. Significant experience of charity fundraising **E**
- b. Maintaining a database **D**
- c. Enabling others to engage with fundraising and communications **D**

Skills:

- a. Sound understanding of individual and organisational donors' motivations to support youth & children's ministries within a church context **E**
- b. Excellent interpersonal skills, with the ability to build trust and establish a strong relationship with internal and external stakeholders, including colleagues, trustees, churches, individual supporters and other donors **E**
- c. Highly self-motivated and able to work on your own initiative **E**
- d. Willing to take responsibility for developing and leading a key part of our work **E**
- e. Creative writer with excellent copywriting skills **E**
- f. Able to write compelling stories and proposals to support our engagement with individuals, churches and trusts **E**
- g. Excellent team player **E**
- h. Relevant IT skills, including email marketing software **E**
- i. Able to organise and manage your own workload **E**
- j. Good attention to detail **E**
- k. Ability to set up schedules and keep to them **E**
- l. Experienced in using social media to engage with target audience **D**

Qualifications:

- a. Reasonable education competence, to an equivalent of A-level **E**
- b. Relevant further educational qualifications **D**

Knowledge:

- a. Understanding of Thrive's mission and vision **E**
- b. Have understanding of safeguarding regulations and best practice **E**
- c. Have understanding of General Data Protection Regulation (GDPR) **E**
- d. Knowledge of local churches **D**

Values:

- a. To agree to uphold Thrive's core values **E**
- b. Passion for using your fundraising and communications expertise to see every church in Warwickshire and Coventry with a thriving youth ministry **E**
- c. A Christian and in agreement with the ethos and aims of Scripture Union **E**
- d. An active member of a church **E**

Terms and Conditions

Benefits

- 25 days holiday plus 8 bank holidays (pro rata)
- Pension scheme: we contribute 8% to the Government NEST pension scheme

Training and Development

- A full induction programme will enable a positive and successful launch into the role, including training in IT and systems used, introduction to Thrive's team, mission and values, etc.
- Thrive is committed to ongoing staff training and development, and will enable these to occur, dependent on specific needs.
- Personal and spiritual development - we want you to continue to grow in your walk with Jesus and to see your work as part of what He is calling you to do. You will be able to join in with staff retreat days, whenever possible.

Details

Contract: This is initially for a fixed term of 12 months (subject to a six month probation period) with the opportunity to extend the contract if sufficient funding is in place. We would expect the recruit to have raised sufficient funds to keep this a viable role.

Location: This role can be based at Thrive's office in Leamington Spa but could be undertaken as a remote position. In the latter instance, occasional visits to Thrive's offices will be required to ensure sufficient engagement with the rest of the team.

Hours of work: 7.5 hours/week (equivalent to 1 working day).

Responsible to: CEO

Salary: £35k per annum (pro rata)

All applicants must be committed to the aims, ethos and values of Thrive, to uphold its policies and procedures, and agree to work within the 'Ministry with Scripture Union' guidelines.

The role will require a successful DBS check to be carried out, have a right to work in the UK and satisfactory references received prior to commencement of the position.

How to apply

To apply for this role please email the following documents to andy@thriveym.org.uk

- a copy of your CV
- a covering letter, which includes answers to the following:
 1. Tell us why you are a good match for this role.
 2. How you are able to meet the expectations of the personal specification.
 3. Tell us about your spiritual journey and faith.
 4. What five words would your close friends use to describe you?
 5. Provide contact details for two references, which will be taken up prior to appointment. One should be your current employer, the other your church leader.

Applications will be reviewed as soon as they are received, and we shall invite any suitable candidates for interview.