

Part 1: Summary job details

Job title:	Head of External Relations
Contract basis:	Permanent, full-time (35 hours a week)
Reporting to:	Chief Executive
Direct reports:	One [p/t Marketing & Communications Manager]
Based:	The charity has spacious offices in Westminster; staff are currently home-working and we expect to return to a flexible 'mixed mode' following the pandemic
Annual salary:	up to £50k, depending on experience

Part 2: Job description

Job purpose

Clergy Support Trust is the largest and oldest benevolent charity for clergy and their dependents. Founded in 1655 and with assets of over £100m, the charity provides financial grants and other forms of support to serving and retired ministers, ordinands, and clergy families. In 2019 we supported more than 1,000 individuals to the tune of over £3m. With a new brand and strategy in place, and a newly-appointed Chief Executive, the Trust is at a hugely exciting juncture, as it seeks to develop more and better programmes and partnerships, serving and supporting those who are, in their daily ministry, at the frontline serving and supporting others.

As part of our ambitious plans, we seek a new Head of External Relations, reporting to the Chief Executive. Central to the role will be further improving the Trust's 'brand recognition' amongst potential beneficiaries, but the job will be wide-ranging, and include elements of income generation, strategic and digital communications, research and thought leadership, and advocacy. You will also be the staff lead for the annual Festival Service, a major highlight of the Anglican calendar usually held in St Paul's Cathedral, and other events. Working with ten highly motivated colleagues, you will be a key member of the small, dedicated Senior Leadership Team building on the Trust's remarkable heritage to ensure an even brighter and more productive future.

This is a new and stimulating role for a dynamic, forward-thinking external relations professional, in a unique charity at a particularly unusual time in our national and Anglican stories.

Part 2: Job description (continued)

Key responsibilities

Key responsibilities, working closely with trustees, the Chief Executive, the Director of Charitable Services and other staff, will include to:

- 1. Develop and deliver a creative external engagement strategy, promoting the work of the Trust and widening brand recognition among potential beneficiaries, church networks, and other stakeholders**
 - Developing, implementing and monitoring a multi-channel strategy ensuring that the Trust's reputation and reach are proactively developed
 - Developing, overseeing and leading day-to-day management of all online presence, including website, social media, and e-communications, and ensuring that these are user-friendly for our beneficiaries, as well as our photographic and video libraries
 - Preparing and adhering to an annual marketing and communications budget, and leading the procurement and management of any external suppliers as required
 - Taking the lead in initiating, writing and editing all charity marketing publications
 - Developing a more proactive relationship with relevant trade and Christian press
- 2. Develop and deliver a medium-term income generation strategy**
 - Proactively developing new income generation channels, including legacy giving, and monitoring the impact of these with the Director of Central Services
 - Widening our donor family, and maintaining records in line with GDPR and other regulations
- 3. Manage and develop the Trust's programme of events**
 - Significantly growing the Trust's presence outside London and Southern England, including designing and delivering a new programme of events across the UK and Ireland to meet both fundraising and awareness-raising aims
 - Leading on the annual Festival including finances, marketing and logistics
- 4. Develop a programme for recruiting and engaging with the Trust's supporters**
 - Leading the growth of our supporter base, including the recruitment of new Governors
 - Producing regular communications for supporters, and leading arrangements for the Annual Assembly (AGM)
- 5. Working closely with the Chief Executive and Director of Charitable Services, develop the Trust's research, thought leadership and advocacy work**
 - Building our plans for growth in this area, and leading their execution, likely to include the introduction of a new research portal and hub
 - Working with the Church of England and others to advocate for clergy wellbeing
 - Curating and leading the development of resources aimed at preventing the issues facing many of our beneficiaries, including educational materials for theological colleges and Dioceses, and personal tools for use online by individual clergy
- 6. Other reasonable duties and projects commensurate with the post**

Part 3: Person specification

Attribute	Essential	Desirable
<p>Experience, skills and abilities</p>	<p>Excellent communication skills (both written and oral) and attention to detail</p> <p>Experience of writing engaging, high-quality copy for a range of audiences and platforms</p> <p>Event management experience</p> <p>Ability to work in a methodical manner, prioritising and juggling numerous projects</p> <p>Experience of delivering and implementing effective marketing, communications and external engagement strategies to agreed budgets</p> <p>Experience of managing a website and digital channels</p> <p>Highly proficient in IT, including website and social media management</p> <p>Excellent inter-personal skills and demonstrable ability to work in a small team</p>	<p>Experience of working in a not-for-profit organisation or grant-making trust</p> <p>Line management experience</p> <p>Experience of member engagement</p> <p>Experience of managing external suppliers and agencies</p> <p>Knowledge and understanding of the Church of England</p> <p>Knowledge of CRM systems</p> <p>Experience with the press</p>
<p>Personal</p>	<p>Good team player, self-aware and highly motivated, and with a 'can do' attitude, willing to contribute to the overall success of the charity</p> <p>Ability to work under pressure</p> <p>Demonstrable sympathy with the Christian ethos of the Trust</p>	
<p>Education & training</p>		<p>Qualification in fundraising, marketing or communications, or other relevant training</p> <p>Degree-level education</p>

Part 4: Further job particulars

Hours of work: 35 hours per week worked flexibly. The Trust's 'core hours' are 0900 – 1630, Monday to Friday.

Pension: The postholder will automatically be enrolled into the Trust's pension scheme, which attracts an employer contribution equivalent to 10% of basic gross salary.

Death in service: Life Assurance (Death in Service cover) of 4x salary will be provided for your spouse/dependants in the event of your death whilst you are an active employee of the Trust.

Holiday: The standard annual holiday entitlement in any holiday year is 25 days, exclusive of recognised public holidays. The Trust also closes between Christmas and New Year, additional to annual leave allowances.

Part 5: How to apply

To apply, please email the following to the Chief Executive, Ben Cahill-Nicholls, on ben.cahill-nicholls@clergysupport.org.uk:

- Curriculum Vitae.
- Covering letter (no more than two sides of A4) explaining why you are interested in the role and how you meet the person specification (please provide specific examples in your supporting statement).
- Completed copy of the attached Criminal Record Declaration form.

Closing date for receipt of applications: 1pm, Monday 22nd February 2021

First-round interviews with members of the Senior Leadership Team will be held on Zoom in early March. A shortlist of candidates will then be invited to a further interview.