



Scripture
Union

Appointment of
**Director of
Mobilisation**



Context

Scripture Union exists to invite children and young people to explore the difference Jesus can make to the challenges and adventures of life. Our vision is of a new generation of children and young people who have a vibrant, personal faith in Jesus. Our work is carried forward through the service of over 4,000 volunteers, 60+ Local Mission Partners and 70 National Office team members.

We are part of the global Scripture Union movement, united by our shared aims, beliefs and working principles. We pioneer and create opportunities for children and young people to explore the Bible, respond to Jesus, grow in faith and become sharers of the good news of Jesus themselves. Our priority is to reach those who do not yet know Jesus.

Scripture Union in England and Wales is full of the life and hope of God. We celebrated our 150th anniversary last year by launching over 150 new mission initiatives expressing our Gospel passion and desire to build God's Kingdom. Corporately, we are as committed as ever to fully depend on God in prayer, trusting Him to use us to do more than we could hope or imagine to draw children and young people to Jesus and to become part of His family and His mission on earth. In all our work, we aim to care for children and young people, share God's good news, and offer choices and opportunities, whilst being credible, relevant and inspiring.

We are at a pivotal moment in the missional history of Scripture Union. We believe the 95% of children and young people who are not currently regular members of the Church are worth our whole-hearted focus. Our desire to see all of these young people experience life with Jesus means our missional aspiration is far greater than what we can achieve alone. Our goal is to inspire a growing movement of volunteers and ministry partners from the local church to share this courageous vision. Through collective support, sharing of ministry ideas and best practice approaches we aim to equip and encourage the church to invite young people not currently connected with the church into a transformational relationship with Jesus.

Some strategic shifts, which are contextualized below, have prompted careful consideration of the most appropriate structure to deliver our big vision. Within this carefully designed restructure, we are creating a new leadership post: Director of Mobilisation.

The Director of Mobilisation role is designed to serve our mission movement to be ever-expanding and well-equipped. This gifted leader will use their professional experience and missional creativity to deploy new digital tools, communications approaches, campaigns and partnerships to help many more of the 95% hear the good news of Jesus' love for them.

THE
95

This role calls for an entrepreneurial and relational leader. They will have a clear ability to think radically and strategically about how to share our mission in a way that engages and multiplies the passion of our diverse stakeholders. They will inspire our 4,000+ volunteers and numerous partners to encourage the church to be creatively missional to reach the 95%. They will bring fresh approaches to catalysing ministry engagement, prayer and financial investment in a shared Kingdom vision. Their leadership will help engender an innovative and courageous culture across the SU movement as we navigate together the iterative and generative process of becoming an increasingly fruitful mission organisation ready for, and dynamically engaged in, the mission ahead.

The key strategic shifts which shape the context of the appointment of a Director of Mobilisation centre around Scripture Union's missional identity and the alignment of our resources to our mission and strategy:

Missional Identity

Scripture Union is called to serve the 95% of children and young people who are not currently regular members of the Church. We are a Bible-centred children and youth mission agency whose mission is to dedicate resources to serve the 95%, but also to inspire others to live and invest outwardly, drawing many to know Jesus.

Aligning Scripture Union Resources to our Mission and Strategy

In recent years, Scripture Union has sought to move from traditional publishing to embrace digital content development and distribution, and in doing so we have reduced the scale of our commercial publishing activity. This is a big change given the fact that, for many years, Scripture Union had come to be known by many for its publishing work. This shift is motivated by our focus on the 95% of children and young people who are not in church.

By concentrating on the 95% in content creation we create a new paradigm. We do not expect those for whom our content is created to pay for it. We therefore need to invite Christians who share our vision to do so. This raises vital questions. What does a digital faith journey look like? Can a church community ever be virtual? How do we measure the impact of digital content?

If we are serious about taking God's love into the public place, what will this look like? We are a national movement who can make a national impact through our content creation. But we are, at the same time, a local face-to-face movement that works with and resources churches and local mission partners in running holiday clubs, activity holidays, mission events and Sunday schools. Our future hinges on our ability to harness these two aspects in such a way that significant Kingdom impact is achieved. Our ministry impact and our ability to generate financial resources for SU ministry are therefore inextricably linked.

Our focus on the 95%, and the alignment of our leadership structure with that core purpose, underpins the exciting season of change into which the new Director of Mobilisation will bring their insights, skills and experience during the next phase of Scripture Union's missional journey.





Role Description

The purpose of the Director of Mobilisation role is to provide strategic leadership for advocacy and fundraising activity, developing and managing internal and external communications, with particular emphasis on digital marketing and social media engagement, to grow SU's mission profile, reach, impact, funding and support and to develop strong, mutually engaged relationships with all of our partners in mission.

The Director of Mobilisation is accountable to the National Director ("CEO") and is the responsible line manager for:

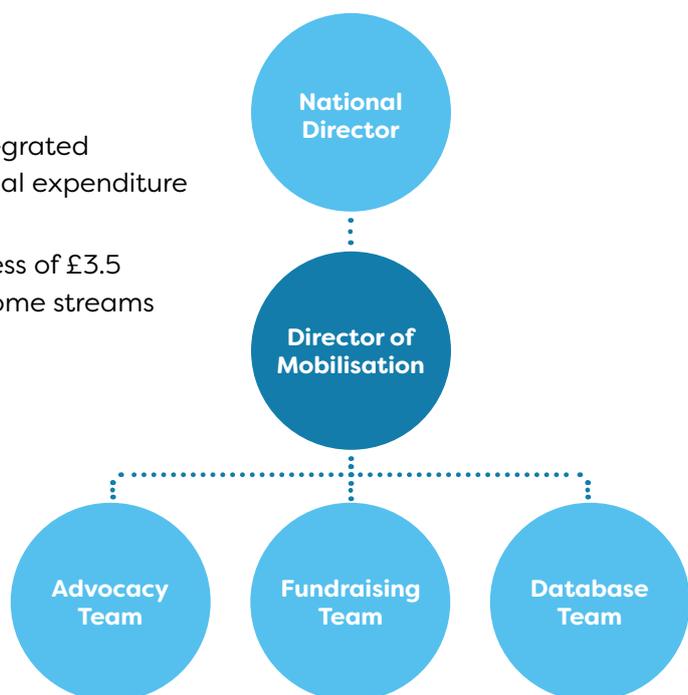
- The advocacy (promotion and communications) team
- The fundraising team
- The database team

The Director of Mobilisation is responsible for:

- Development and implementation of an integrated advocacy and fundraising plan with an annual expenditure budget of more than £0.5M
- Generation of gift and legacy income in excess of £3.5 million p.a. from current donors and new income streams

Key performance indicators:

- Growth in awareness and support for SU's mission and '95 focus'
- Growth in participation in SU's mission activities and in use of our mission content
- Growth in the number and 'lifetime value' of SU's partners in mission
- Growth in gift income and in the number of financial supporters



Key accountabilities:

As Director of Mobilisation

- Develop robust advocacy and fundraising strategies to raise the reputation, profile and support for SU's mission priorities, activities and resources
- Raise the profile and importance of mission with children and young people through advocacy activity to grow the network of local churches, volunteers and partner organisations who are engaged in outreach to children and young people
- Develop and implement fundraising plans to maximise gift income from churches, individual donors and users of digital resources
- Implement a comprehensive and effective model of Partner Relationship Management covering the principal relationships within and beyond the movement
- Manage and develop digital marketing and social media strategy and campaigns, including use of SEO and PPC advertising, to drive traffic to SU's websites, activities and resources
- Provide a first-class service to supporters, volunteers, customers and retailers
- Manage the development, maintenance and smooth running of the movement's various web and database systems and resources
- Ensure that information on SU's website is always up to date, and that data from internet and social media campaigns is regularly entered into the database and complies with data protection regulations
- Ensure that all advocacy and fundraising complies with relevant regulations and codes of practice
- Oversee resourcing of advocacy and fundraising activity through staff management, planning, budgeting, training and development
- Manage the relationship between the Advocacy & Fundraising teams and other teams to ensure integrated working with the rest of the movement

Working with the Leadership Team

- Share in the collective leadership and management of the movement with particular responsibility for advocacy and fundraising
- Demonstrate biblical insight, spiritual discernment and wisdom in leadership and decision making
- Provide insight and expertise for digital marketing and social media engagement

In common with all members of staff

- Further the aims and objectives of SU, working in accordance with its ethos
- Be part of the prayer life and fellowship of Scripture Union, including office prayers, days of prayer and worship and residential conferences, which combine prayer, worship and strategy
- Undertake personal development through study, reflection, training and annual work reviews



Person Specification

This post is subject to an occupational requirement that the holder be a practising Christian under Part 1 of Schedule 9 to the Equality Act 2010.

The kind of leader that we are praying for is described below.

Calling

- You are passionately motivated to use your gifts and experience to serve unchurched children and young people and see them come to know Jesus

Convictions and Gifts

- A committed Christian in sympathy with the aims and ethos of Scripture Union who has an active involvement in the mission of a local church
- You seek to have a sound Biblical understanding that is applied in daily living and encouraged in the lives of others, and a deep confidence that children and young people will be transformed through engaging with the Bible
- You will contribute to our collective promotion of Christian standards that reflect the teachings of our Lord Jesus Christ and in the creation of a working environment of mutual Christian encouragement
- You are able to exercise discernment and wisdom in Christian leadership
- You have the wisdom to navigate the complexities of a modern charity whilst living from a radical heart that is willing to take risks and make mistakes
- You are energised by the opportunities for digital expressions of mission
- You have the humility to work within the boundaries of an existing vision
- You flourish in translating vision into organisational strategy and delivery





Experience and technical / functional skills

- A 'big picture' thinker and communicator
- Strong evidence of expertise and experience in fundraising, direct marketing, social media communications and use of databases and CRM systems
- Cross-sectoral experience of a range of relevant techniques e.g. from mass marketing through telephone account management to individual senior executive calling programs
- Extensive experience in digital developments. This should include practical expertise and knowledge of strategic management of digital transformation projects, alongside operational management in digital marketing, social media marketing, customer engagement and analytics
- Ability to evidence successful relationship management, mobilisation and growing engagement across a wide range of stakeholders
- Strong written and verbal communication and presentation skills
- Strong leadership and management expertise and experience, preferably in a fundraising or marketing context
- Proven ability to manage large teams and associated financial budgets; able to delegate effectively and to build and lead physical and virtual teams of many kinds
- Ability to work successfully on a strategic, national scale – managing people, processes and projects
- Understanding of legislation, such as GDPR, that applies to advocacy and fundraising activity
- A proficient user of Microsoft Office applications

Educational and / or training qualifications and certificates

- Degree level qualification
- Qualification/training in marketing/fundraising is also required, and specific expertise in digital marketing and social media is sought

Required behavioural competencies

Self-Management

Self-Development: Takes personal responsibility for own professional and spiritual growth. Alert and responsive to learning opportunities with a willingness to encounter new experiences and situations. Assesses own performance in a constant effort to develop

Self-Confidence: Projects an appropriate self-confidence through a realistic approach to own ability. Not afraid of criticism or making reasonable mistakes

Independence: Prepared to raise important issues, including in the face of anticipated or actual opposition. Stands up for own ideas and confident to express them, not giving in to group pressure simply to please or avoid conflict

Thinking

Conceptual Thinking: Identifies patterns and connections between situations. Understands complex data and situations and develops innovative solutions

Strategic Thinking: Envisions the future long-term direction of the movement. Identifies a strategy to bring about the vision with a realistic approach to context. Ensures consistency of short-term actions with long-term goals

Analytical Thinking: Analyses problems and identifies the key issues which need action. Assesses a situation in a systematic way, identifying time sequences, setting priorities and drawing logical conclusions from the data

Working With Others

Relationship Building: Works to identify, build and maintain positive long-term relationships with colleagues and contacts

Developing Others: Creates an open and supportive environment where people take responsibility and are actively encouraged. Listens, supports and identifies learning opportunities for others. Coaches, offers one-to-one mentoring and gives clear, honest and constructive feedback

Concern For Impact: Anticipates and responds to the needs of others in order to achieve the required outcome. Develops and modifies approach to reflect the feelings, views and concerns of others in order to influence

Strategic Influencing: Consciously considers different forms and sources of influencing and chooses between different strategies to impact long-term positive change to the movement

Achieving Results

Concern For Excellence: Drives consistently towards improvement and excellence in all aspects of work

Results Focus: Sets challenging yet realistic goals and objectives, focusing energy into striving to achieve them within agreed timescale

Initiative: Anticipates situations, problems or opportunities (before being asked) and takes appropriate action, actively finding ways forward





Terms of Appointment

Working hours and travel: Some availability outside of normal working hours and/or at other locations will be needed for relevant meetings or for unexpected events requiring your management/professional input and/or liaison with the Crisis Media Consultant if/when required.

Salary: Up to £60,000, dependent on experience.

Scripture Union is working with Macaulay Search to conduct this exciting leadership appointment.

The deadline for applications is 12 noon on Wednesday 31st October 2018.

Your application should comprise:

- a full CV, including professional qualifications and a full employment history showing the more significant positions, responsibilities held and relevant achievements.
- a covering letter of not more than one and a half pages outlining your motivation and relevant experience for the role. Please also mention your fulfilment of the Occupational Requirement.
- daytime, evening and/or mobile telephone numbers (to be used with discretion).
- the names of three Referees, covering at least the last five years of your employment and including one church/pastoral referee. Note - these Referees will not be contacted until late in the process and with your prior agreement. The names and details of your referees will be held in strictest confidence.

Applications should be emailed to: laura.bagley@macaulaysearch.com.

Shortlisted applicants will be invited to first round interviews on 12th November in London. Second round interviews are scheduled for 26th November in Milton Keynes.

Thank you for your interest in the work of Scripture Union. Please do not hesitate to contact Macaulay Search using the above email address should you have any questions regarding this appointment process.