



## JOB DESCRIPTION and PERSON SPECIFICATION

### 1. JOB IDENTIFICATION

Job Title: Engagement Officer – Northern Ireland (part-time)

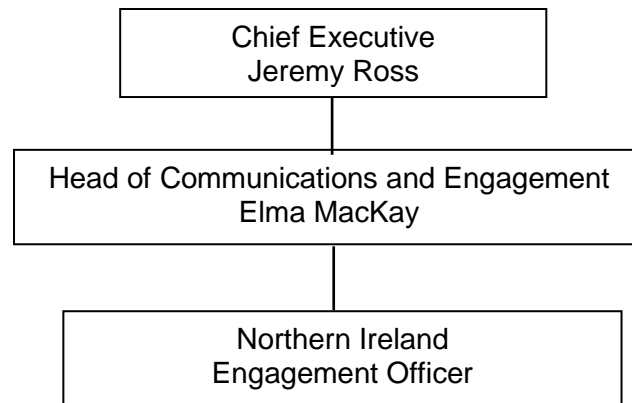
Department: Communications and Engagement

Place of work: Blythswood Depot, Ballyclare/Working from home

### 2. JOB PURPOSE

The purpose of this role is to motivate and encourage our supporter churches, whilst engaging new churches, schools and the local community to support Blythswood through praying, fundraising and our Shoe Box Appeal.

### 3. ORGANISATIONAL POSITION



### 4. ORGANISATION OBJECTIVES

With its head office in the Highlands of Scotland, Blythswood Care is transforming the lives of children and adults in Europe, Africa and Asia. Education is one primary goal, giving disadvantaged children and young people the opportunity to fulfil their potential. Community is another, with projects that extend help to people marginalised by poverty or prejudice.

Both are practical expressions of the Christian beliefs that have motivated this organisation for more than 50 years. Blythswood shares the gospel at every opportunity, believing that it is for everyone – *For God so loved the world, that he gave his only son, that whoever believes in him should not perish but have eternal life.* (John 3:16) Blythswood assists Christians and non-Christians alike, believing that everyone is made in the image of God, for His glory.

## 5. MAIN TASKS, DUTIES AND RESPONSIBILITIES

- To create and implement a local Engagement Plan for Northern Ireland, in collaboration with local colleagues
- To identify and pursue church partnerships and build strategic relationships with key church leaders and manage these relationships, including seeking opportunities to speak in church services and at youth groups, men's and women's groups and other church groups about the work and mission of Blythswood
- Achieve income targets in line with the Fundraising Plan, which will include organising cost-effective income and awareness raising events, and grow supporter numbers by recruiting sign-ups for mailing lists and regular giving programmes
- To work closely with colleagues within Northern Ireland, and Scotland, to produce the relevant messaging and marketing and to develop talks that reflect Blythswood Care's vision, work and passion to see lives changed through the power of the Gospel. Working with the Communications Manager, being involved with the planning and creation of digital material for social media
- To develop relationships in churches, schools and the local community through regular visits and to speak publicly on behalf of Blythswood, including articulating its Christian ethos and mission.
- Engage and collaborate with our charity shops to promote and develop national and local objectives.
- Financial and administrative duties in relation to role
- Respond to enquiries by phone, email, messenger or letter, providing a high level of support to our donors
- Take due care of own Health and Safety and that of others (as appropriate) in your working environment
- Ensure compliance with current GDPR regulation principles and practice
- To contribute to the Communications and Engagement team by inputting into learning, planning and all staff meetings as required, with occasional travel to our Head Office in Evanton
- In collaboration with colleagues, to promote the Shoe Box Appeal through talks to local churches, schools and groups; to recruit and encourage volunteers on the run up to shoebox sorting and during the sorting weeks

### **Develop a growing network of volunteers, recruiting, training and supporting them**

- To recruit, train and mobilise volunteers as appropriate e.g. speaker, fundraising group, who will help us to achieve targets
- Develop, support and motivate a network of Blythswood Church Reps, and then support and motivate them in their role within the team

**To ensure all fundraising complies with the Code of Fundraising Practice and The Fundraising Guarantee**

## 6. COMMUNICATIONS AND RELATIONSHIPS

### **Within the Group**

1. Ability to work collaboratively across departments and service areas within Blythswood Care within the UK and overseas
2. Building a strong and supportive relationship and communicating effectively with all staff

### **Outside the Group**

3. At all times presenting a professional image in a courteous manner which promotes a positive perception of the Group.
4. At all times represent the Christian ethos and mission of Blythswood
5. Maintaining good working relationships with statutory agencies and other voluntary organisations with which the Group is involved

At all times present a professional image to the public, donors, beneficiaries, volunteers and other employees.

## PERSON SPECIFICATION

### 7. QUALIFICATIONS

Essential

Educated to degree level or relevant experience

Preferred

Postgraduate qualification in a relevant field e.g. fundraising or marketing  
**or**  
Relevant professional experience

### 8. EXPERIENCE/COMPETENCE

Essential

- Experience of engaging with a range of churches
- Strong communication, influencing and interpersonal skills
- Proven experience of successfully providing highly relational customer service
- Able to inspire and enthuse others
- Strong IT skills
- Excellent written and verbal communication skills
- Commitment to developing own skills and attend training as required
- A love for people from all backgrounds and the ability to build relationships with ease on the telephone and face-to-face
- Strong organisational and planning skills and ability to work to multiple deadlines
- Self-motivated, capable of working as part of a team, cross-team and independently
- Ability to analyse data
- Proactive initiative with the ability to make appropriate decisions without referral
- Good negotiating skills with a proven ability to manage external partners
- Confident and engaging public speaker

Preferred

- Excellent written English with a flair for writing copy and presenting information in an easily accessible format for different audiences
- Experience of managing volunteers
- Experience of using Donorfy or a similar CRM database

### 9. SKILLS / KNOWLEDGE

Essential

- We're looking for a relational person to nurture church relationships, with the goal being to increase financial support for our work
- The role demands a high attention to detail
- Full Driving Licence

Preferred

- Able to undertake occasional UK and travel overseas as may be occasionally required (trips typically last up to 7 days)

## 10. OTHER REQUIREMENTS

- There is a Genuine Occupational Requirement that the post holder (a) is a Christian, (b) with a firm church commitment, (c) who can fully subscribe to the charity's Statement of Faith and (d) has a lifestyle which is consistent with Biblical guidelines
- Embody and promote the values upheld by Blythswood Care
- An understanding of different Christian church denominations and how best to communicate with individuals within them
- Exceptional ability to relate to and develop constructive relationships with people from all backgrounds
- Ability to inspire, motivate and lead others
- Ability to remain focussed under pressure
- Progressive attitude to learning and an ongoing willingness to adapt and change in line with the evolving nature of the organisation

The list of main tasks, responsibilities and duties in Section 5 is not intended to be exhaustive. It highlights major tasks of the post. It may be necessary for the Church Engagement Officer to undertake additional duties which might reasonably be expected within the post and which form part of the function of the post.

All Job Descriptions will be subject to review on an annual basis or as a result of

- a change of strategic management
- changing team/operational requirements
- agreed staff development and appraisal needs and objectives

## 11. JOB DESCRIPTION AGREEMENT

I agree that the above Job Description is an accurate reflection of my duties and responsibilities at the date of signing.

Job Holder's Name (please print):

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Job Holder's Signature:

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Manager's Name (please print):

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Manager's Signature:

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Date: .....

Date: .....