

BRADFORD CATHEDRAL

Director of Fundraising & Development



 THE CHURCH
OF ENGLAND

Diocese of Leeds

Introduction

Bradford Cathedral stands on a site that has been a place of Christian worship for over 1,400 years. As well as continuing to be a place of prayer and worship in the heart of Bradford city centre, the Cathedral also plays an important part in the life of the City – bringing people from across its diverse community together, making an important contribution to interfaith dialogue and also attracting many visitors who come to explore the history of this ancient building, or to enjoy our vibrant programme of special events, including; exhibitions, music recitals and concerts, special talks, theatre, film and dance. The Cathedral is a busy and exciting place to work and you will be joining us at an exciting time in our development, and the development of the City.

Role Overview

Following the appointment of The Very Revd Andy Bowerman as the Dean of Bradford, the Cathedral has recently developed a new vision and forward strategy. An important part of this strategy is looking at how the Cathedral can play a full part in, and realise the potential of Bradford's year as the UK City of Culture in 2025. The Director of Fundraising & Development will sit on the Cathedral's Senior Management Group, playing a key role in delivering our vision and strategy, maximizing the opportunities afforded by 2025, and helping shape and resource our future, serving the City and its community. There will be a particular focus on developing an ambitious Fundraising & Development strategy which will encompass fundraising, income generation and marketing – building on what has been achieved in recent years. Reporting to the Chief Operating Officer, the Director of Fundraising & Development will lead a small team, including an Events & Marketing Officer and an Events & Marketing Assistant. In addition, the post holder will work closely with members of the Senior Management Group and heads of departments.

If you enjoy a challenge, working in a unique environment, have a proven track record of success and are looking for a rewarding role in a dynamic, friendly organisation this post offers a great opportunity.

Key Responsibilities and Tasks

- Operate as part of the Senior Management Group (SMG) taking a leading role in delivering the Cathedral's new vision and strategy.
- Provide inspirational leadership across fundraising, events, commercial income generation and marketing – line managing the Events & Marketing Officer and Events & Marketing Assistant, and working with other clergy and lay staff as appropriate.
- Devise and implement a Fundraising & Development strategy, setting out clear aims, objectives and KPIs in relation to fundraising, events, commercial income and marketing activity, and ensuring alignment with the Cathedral's wider strategic plan.

- Work with the SMG and heads of departments to identify and raise funds for the Cathedral's ongoing ministry, and capital and revenue projects across a range of areas, including; education, music and the arts, fabric conservation and building development.
- Develop bids to statutory funding bodies and independent trusts and foundations, and manage relationships and all communication with funders, producing updates and reports as required.
- Identify and explore opportunities to build relationships with influential stakeholders and high net worth individuals to secure major gifts.
- Develop strategies and infrastructure to grow visitor donations and develop programmes to encourage long-lasting engagement with the Cathedral and individual giving to support its mission and ministry.
- Work with the Dean and clergy to promote stewardship within the Cathedral community, seeking to grow unrestricted voluntary income from regular congregational giving and legacies, and to maximise giving at key note services through the year.
- Develop coherent messaging to increase and embed clergy and lay staff awareness of how they can support fundraising and income development in their roles.
- Lead fundraising campaigns and appeals, ensuring that these are supported with high quality marketing materials and imaginative promotional activities.
- Oversee the development of coherent events and marketing strategies, ensuring that potential for income generation from all Cathedral events is maximised.
- Provide direction to the Events & Marketing Officer;
 - to maximise commercial income from venue hire – including music concerts/entertainment, conferences, receptions, seminars and other booked events.
 - to deliver an annual programme of Cathedral fundraising events to generate income to support the Cathedral's ministry and mission.
 - to ensure that high quality marketing assets and collateral materials are developed to support fundraising and income development, and that marketing activities integrate promotion of the work, life and mission of the Cathedral with fundraising and income generation.
- Work with the Canon for Intercultural Mission & the Arts to maximise the opportunities of Bradford 2025, ensuring that there is a joined up approach to events and that the potential to secure grants and generate income is fully realized.
- Act as a representative and ambassador for the Cathedral, liaising with partners and supporters, managing relationships with grant giving bodies and individual donors to retain engagement and provide opportunities for future funding/donations.

- Oversee and manage the Cathedral’s fundraising, events and marketing budgets, working with the Chief Operating Officer and Director of Finance to establish clear income targets as part of the annual budgeting process.
- Liaise closely with the finance team to ensure accurate reporting, recording and management of all grants and fundraised income.
- Ensure that accurate records are maintained of funders, grants and donations, implementing systems and processes for data analysis to measure the effectiveness, and inform future fundraising and marketing campaigns and programmes.
- Produce written reports to SMG and Chapter as required.

Other

- Develop and maintain relationships with key stakeholders both internal and external, for example; the Association of English Cathedrals, the Diocese of Leeds, sister cathedrals and the civic community in Bradford.
- Adhere to all of the Cathedral’s policies and procedures.
- Actively support the Cathedral’s commitment to safeguarding, and to widening access and promoting equality, diversity and inclusion.
- Ensure that all Cathedral resources are utilised effectively and responsibly, through a culture of continuous improvement which delivers value for money and quality service standards.
- Attend such services in the Cathedral as required.
- Perform such other duties as are reasonably requested by the Chief Operating Officer and/or the Dean.

Person Specification

The successful candidate will have:

REQUIREMENTS	ESSENTIAL (E) DESIRABLE (D)	MEASURED BY: A – Application form I – Interview D – Documents R –References
Qualifications		
Education to higher education level	E	A/D
A relevant professional qualification in fundraising or marketing	D	A/D
Evidence of a commitment to appropriate ongoing training and professional development	D	A/D

REQUIREMENTS	ESSENTIAL (E) DESIRABLE (D)	MEASURED BY: A – Application form I – Interview D – Documents R –References
Skills		
Outstanding written and verbal communication and networking skills, along with the ability to influence at the highest level and persuade a wide range of internal and external stakeholders	E	A/I
Entrepreneurial flair and the ability to think creatively and achieve results with limited resources	E	A/I/R
Ability to work at a strategic and operational level across a range of fundraising disciplines; grants, individual giving, major gifts, legacies, events	E	A/I/R
Creative marketing skills to support fundraising activity and commercial income generation	D	A/I
Excellent IT skills and an interest in the potential of technology within fundraising and income generation	E	A/I
Ability to manage the complexity of demands posed by a working environment combining faith, conservation and commerce.	D	A/I
Strong leadership attributes but with the humility to accept collective decision making and to work well with those with differing views	E	I
Experience		
Significant experience of fundraising at senior management level (at least 2 years) with evidence of successfully operating within a challenging fundraising environment.	E	A/I/R
Experience of developing and implementing successful marketing and communications strategies within a fundraising/ commercial context	D	A/I
Experience of managing and motivating a team to achieve results	E	A/I/R
Experience of working in a complex organisation and with a range of people from different backgrounds and with different priorities	E	A/I

REQUIREMENTS	ESSENTIAL (E) DESIRABLE (D)	MEASURED BY: A – Application form I – Interview D – Documents R –References
Evidence of working with / understanding the particular needs of faith communities.	D	A/I
Knowledge		
Knowledge of fundraising regulations and best practice, fundraising databases, and GDPR	E	A/I
A working knowledge of the Church of England and the Christian faith.	D	A/I
Attitudes		
Honesty, integrity and strong values. The appointee needs to be able to work comfortably in a faith-based organisation and be sympathetic to, and supportive of, Christian values.	E	I
A wholehearted commitment to the success of the Cathedral and a healthy working culture.	E	I
Flexible and adaptable under pressure	E	I
The willingness to work flexible hours with periods of considerable intensity.	E	I
Self-organization and the ability to balance own work load.	E	I
Discretion and sensitivity to others.	E	I

Terms and Conditions

The post is a part-time post – 30 hours per week. The post is based at Bradford Cathedral. Office hours are normally between 8.30am and 5.00pm however, due to the nature of the post, there will be occasions when it may be necessary to work outside of these hours, including evenings and weekends. There is the potential for flexible and hybrid working, subject to negotiation.

The post holder will be part of the Senior Management Group, comprising the Chief Operating Officer, Director of Finance, Dean, Canon for Worship & Nurture, Canon for Intercultural Mission & the Arts. They will be line managed by the Chief Operating Officer and will line manage the Events & Marketing Officer and Events & Marketing Assistant. In addition, they will work closely with a range of other colleagues.

The salary is £36,000 per annum (£45,000 FTE) which will be paid by credit transfer on or around the 24th of each month.

The holiday entitlement for an equivalent full-time post is 28 days plus bank holidays (a total of 36 days or 270 hours). This entitlement will be applied pro rata to this post meaning 216 hours would be available for the year.

The first three months of employment will be a probationary period during which the employment may be terminated by either party on giving the other notice of one month. Thereafter notice is three months on either side.

Bradford Cathedral Chapter will contribute an amount equal to 5% of salary towards a Pension Scheme run by the Church of England and a further 3.5% is added from the employee's salary.

Bradford Cathedral is committed to safeguarding and promoting the wellbeing of all people and expects all staff and volunteers to share this commitment. An offer of employment is made subject to a confidential safeguarding declaration, the receipt of satisfactory references and other pre-employment checks.

How to Apply

Please apply using the Church of England's *Pathways* website. Include a covering letter explaining why you are applying for this role and detailing the specific knowledge, experience and skills that you feel make you the right candidate Also include a current CV.

<https://www.cofepathways.org/members/modules/job/detail.php?record=7254>

The deadline for applications is **12noon, Monday 29 July** and interviews will take place at the Cathedral on **Thursday 8 August**. The Cathedral endeavours to provide fair opportunities for everyone. Please contact the Chief Operating Officer if you are likely to need special arrangements to be made for your interview.

Point of contact

Should you wish to have an informal discussion regarding this post, please contact;

Andy McCarthy

Chief Operating Officer

Bradford Cathedral

Cathedral Office

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