

## Job Description – December 2019

**Job Title:** Business Development Manager (part-time) **Grade:** E

**Department:** Development

**Line Manager:** Director of Development (Head of Department)

### Introduction to working at St Paul's Cathedral

St Paul's draws together a very diverse set of activities, projections and aspirations. It is the Cathedral of the Diocese of London and the seat of its Bishop, a national church and an international spiritual focus, a space for worship and holiness, a place of debate and challenge, an icon of resilience in the face of adversity, an architectural heritage centre, a partner in the City of London, and a commercial enterprise. In addition to holding four services every day (five on Sundays), St Paul's is open for sight-seeing six days a week, and in 2018 welcomed over 850,000 paying visitors.

### Our Mission Statement

St Paul's Cathedral seeks to enable people in all their diversity to encounter the transforming presence of God in Jesus Christ.

### Our Vision

St Paul's is seen primarily as a living Christian Church

- We will be a centre for welcome, worship and learning, and through our care and imagination, will inspire successive generations to engage with the richness of the Christian faith and its heritage.
- Working with the Bishop and Diocese of London and the wider Church, we will be a spiritual focus for people across London, the nation and a broader international audience.
- Our work will promote dignity and justice for everyone.

### Our Values

**Welcoming** – we all offer a warm inclusive welcome to everyone: our colleagues, volunteers and each one of our visitors

**Responsible** –We are people of integrity, each responsible for part of the whole of the Cathedral's work, looking after the Cathedral for the next generation

**Engaging** – we seek to engage everyone in our mission, at the Cathedral, within London and across the World.

**Nourishing** – As a community we work together in a learning environment, aiming for the highest possible standards in everything we do whilst acknowledging that we cannot do everything;

## **Purpose of the Job**

The purpose of the Business Development Manager is to devise and execute a strategic plan to bring in substantial income from the corporate sector. The key tasks will include increasing, developing and maintaining corporate giving relationships for St Paul's including the corporate membership scheme and sponsorship of key St Paul's events. The post-holder will work closely with the Director of Development and Global Partnership team on reviewing and developing the Cathedrals corporate giving programme and increasing levels of support and income.

## **Main Duties**

- Review the Cathedral's current Corporate Giving programme and deliver development strategies, increase partnerships and expand the income generated from £100,000 in 2019 to over £200,000 in 2020
- Cultivate potential and existing corporate giving partnerships with excellent and appropriate communications and make connections between their interests and the wide variety of work and relationship opportunities with St Paul's.
- Develop fundraising materials and proposals that will inspire corporate partners to give to St Paul's and report on the impact of their giving.
- Work closely with the Director of Development and Development team to introduce new research skills, tools and techniques to identify and develop new corporate partnerships.
- Cultivate strong, productive relationships with corporates in the City that lead to long-term membership relationships.
- Design and carry out an effective business communication strategy (print, electronic and social media) in line with St Paul's global messaging guidelines.
- Maintain existing and develop new sponsorship relationships for key St Paul's events that include Lloyds Christmas Carol event, The Messiah and the Dean's Reception.
- Effectively market the Corporate Giving Programme through a range of agreed media channels.
- Set benchmarks to chart the progress of this programme and regular reporting mechanisms.

- As a senior member of the Department represent the Cathedral at external networks and participate in cultivation, stewardship and Friends engagement events
- Manage corporate giving income and expenditure budgets, with the support of the wider team and contribute to the Department's planning and reporting.
- Build strong working relationships with Chapter members, Registrar, Heads of Departments and trustees of the Cathedral.

*The job description is an operational document that does not form part of your contract of employment. It may be that from time to time you are expected to perform tasks that may not be expressly in the job description but are nonetheless necessary in the day to day performance of your duties. St Paul's Cathedral reserves the right to amend the job description as may from time to time be necessary to meet the changing needs of the organisation.*

### **Person Specification**

To be successful in this role you will need to demonstrate an impressive track record in corporate fundraising. Educated to degree level or equivalent, you should be a confident networker, with excellent written and oral communication, project management within complex organisations and marketing skills. You must also have a background in and ability to cultivate and sustain long-term corporate relationships with a wide range of organisations, and in securing increased corporate giving. You will be passionate about St Paul's philosophy and mission with the can-do attitude required for this work.

**In addition we are looking for someone with the following experience, knowledge and skills:**

- Significant fundraising experience at a senior management level, likely gained over at least a 5 year period, with good knowledge of a range of traditional and innovative fundraising methods and practices
- Track record of growing significant corporate income, including raising unrestricted income by 50% in 12 months
- A professional fundraising qualification is desirable
- Experience of leading and managing a small but diverse team
- Strong networking and relationship building skills and the gravitas and presence to be able to inspire and motivate others – internally and externally at all levels
- Solid and substantial experience in developing and implementing fundraising strategies including building strong and trusted relationships with corporates
- Experience developing and managing events, with the purpose of engaging corporate partners
- Experience of strategic planning, budget setting and management
- Excellent writing skills, including experience of writing copy
- Experience in the use of research mechanisms and information management systems

- Outstanding and proven organisational ability with a systematic approach to fundraising
- Good IT skills in MS applications, and knowledge of relationship databases
- Ability to work under pressure, to strict deadlines with sound attention to detail
- An appreciation of ecclesiastical heritage, empathy with and understanding of St Paul's Cathedral
- Knowledge and understanding of safeguarding issues and ability to address them appropriately

**You will be:**

- Diplomatic, cooperative, and have an energetic approach to work
- Goal orientated and highly motivated
- Creative and innovative in all aspects of work
- Confident, authoritative and socially at ease
- Articulate and persuasive both orally and in writing
- An outstanding team player
- Able to work with charm, maturity and a sense of humour

The successful candidate will be in sympathy with, and in their work support, the Christian aims and mission of St Paul's Cathedral.

Applicants must have the right to work in the UK.

## Main Terms of Employment

Salary	£30,000 (the pro-rated equivalent of £50,000 pa)
Hours of Work	Part-time: 21 hours per week, likely Monday-Wednesday with one hour unpaid lunchbreak. The post-holder will have some flexibility in their approach to hours worked as these will be dictated by operational needs.
References and DBS	Appointment is subject to satisfactory references.
Probationary period	3 months
Life Assurance	A Life Cover scheme is in operation.
Pension	The Cathedral has a Group Personal Pension Scheme, with employer and employee contributions. All employees will be assessed for auto-enrolment and if eligible, are automatically enrolled into the Defined Contribution Group Personal Pension scheme. The standard contribution starts at 5% from the employer with a compulsory 1% from the employee. Increased optional employee contributions are matched by the employer up to a joint total maximum pension contribution of 11%.
Holiday	Pro-rata equivalent of 25 days per annum plus eight statutory holidays.
Other benefits	The Cathedral offers a range of other benefits including discounts in the Cathedral shop and café.

**In order to apply**, please visit [www.cofepathways.org](http://www.cofepathways.org)

The closing date for applications is **5pm Monday 20 January 2020.**

Interviews will take place on **Wednesday 29 January 2020.**