



licc.

The London Institute for
Contemporary Christianity

APPOINTMENT OF

**Director of
Fundraising**



'There is an amazing opportunity to help embed the whole-life gene in the culture of the UK church within a generation.'

A note from the Chief Executive

Thank you for your interest in this Director of Fundraising role.

This is a tremendously exciting time for us. I've been a supporter of LICC for over twenty years, and I've never been more convinced about the importance of the whole-life discipleship cause, or more excited by the opportunities open to us. There is an amazing opportunity to help embed the whole-life gene in the culture of the UK church within a generation.

Despite the impact of the global pandemic, we've seen significant growth in the last year – growth in interest in our whole-life vision; growth in engagement with our resources, programmes, and events; and growth in financial support for our mission. We are deeply grateful for God's provision and the amazing generosity of our expanding supporter base.

So, if you're committed to whole-life discipleship personally, excited by the possibilities to grow LICC's mission, and experienced at rolling up your sleeves and raising significant funds for a vital cause, please prayerfully consider applying for this role. It could be the best thing you've ever done.

A handwritten signature in black ink that reads "Paul Woolley". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Paul Woolley
CEO

About LICC

LICC was established by John Stott in 1982 to help Christians integrate the gospel in all of life and see the gospel impact the wider world. Core to this vision is a commitment to whole-life discipleship: the idea that God is interested in every aspect of our lives and that disciples of Jesus are called to follow him Monday through to Sunday, whoever and wherever they are.

LICC is inspiring more people than ever with the whole-life discipleship vision, and equipping them with the tools necessary for the task of living out their calling – as a parent or teacher, a young person seeking work in the aftermath of a global pandemic, a plumber on the day's fourth call, an accountant running the numbers, a retired person volunteering with their local wildlife trust – as we all grapple with the big issues of our times, such as the climate crisis, human identity, and the fragmentation of our society.

'LICC has been at the vanguard of the movement to liberate all God's people to play their full role in whole-life mission ...their ongoing work is vital not only to empower individuals for daily mission but to help local churches integrate and sustain this seismic revolution...'

– ARCHBISHOP JUSTIN WELBY

Our passion is to see a movement of Christian disciples raised up, compellingly living out a whole-life gospel in their engagement with culture, relationships, and workplaces, and on their everyday frontlines. We see ourselves as catalysts in this movement, igniting imagination and leading thought and practice in contemporary whole-life discipling. We seek to do so through our insights, research, teaching, consultancy, speaking, writing, resources, story-telling, and creative communications. We're committed to doing so collaboratively, through our many partnerships with people, networks, denominations, and churches across the UK and beyond.

Our mainly London-based team of 21 staff plus associates are configured into five teams: Work, Church, Culture & Discipleship, Communications, and Operations & Finance.



Our current strategy

LICC is starting the third year of an ambitious five-year plan, organised around three priorities:

1. Increasing our depth of insight into growing fruitful whole-life disciples for the frontline, and helping churches enable that growth
2. Increasing reach among our core historic audiences, and among emerging generations
3. Transforming theological education through collaboration and partnership with select colleges

LICC's growth and impact

The last few years have seen a period of extraordinary and sustained growth in the reach and impact of LICC's mission.

More than 250,000 individual Christians and over 5,000 churches have used LICC's practical, ground-breaking resources (up from 250 churches a decade ago).

LICC's five-year plan seeks to accelerate this growing momentum. Vital to the plan will be the development and implementation of a vision-led relationships strategy, enabling LICC to effectively steward income-generating opportunities and increasing the sustainability of our rapid growth trajectory. We're looking to grow our income from £1.5m p.a. to £2.5m p.a. We recognise the scale of the challenge, but we're very excited about the possibilities. If you're right for this role, you will be too.

'LICC has the potential to renew the church and to empower Christians to really be the church in the world, and I think it's going a long way to making that happen in the UK and in many other countries of the world.'

– KATHERINE LEARY ALSDORF,
FOUNDER OF CENTRE FOR FAITH AND WORK
AT REDEEMER CHURCH, NEW YORK





LICC's finances and track record

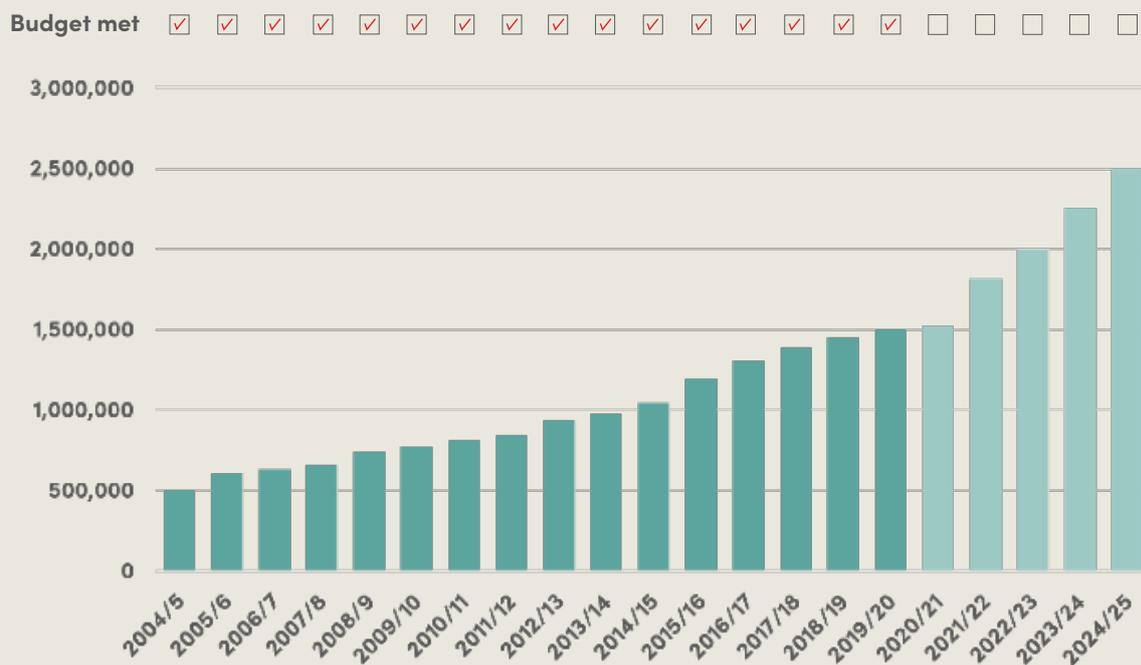
With God's extraordinary provision, and with the amazing generosity of LICC's loyal and expanding supporter base, our expenditure has grown from just £200k in 1999 to £1.5m today, and in each of those years LICC has met its budget, creating a strong platform for further growth.

Particular features of LICC's income growth are:

- Income from regular givers has grown from £12k p.a. to £460k p.a. in the last 20 years
- Trust funding has grown from £20k p.a. to around £450k p.a. in the same period
- The total number of donors was 2,000 last year, up from 90 donors 20 years ago
- Of these, 1,050 are regular donors, and of those, 150 have joined in the last 12 months
- Our top 20 donors contributed about £700k last year (up from under £100k in 2009)



Annual expenditure



The Director of Fundraising role

LICC’s ambitious five-year strategy requires significant growth in our annual expenditure from £1.5m to £2.5m, and an expansion in staffing from 21 to 30.

We are hungry to build on a growing sense of opportunity. There are ever-increasing openings to work with denominations, dioceses, and churches, and with individual Christians seeking to make an impact for Christ in the places they normally go, with the people they normally meet.

We recognise that as a growing charity, LICC is under-resourced to sustain this level of annual growth, with fundraising currently being overseen and undertaken by our Finance & Development Director, with the support of our Systems and Data Manager one day a week. As LICC seeks to serve new and growing audiences in the coming years, both vision-casting and providing quality, ground-breaking, practical products, it is essential that LICC is financially underpinned by a robust model, with a strong and well-executed strategy.

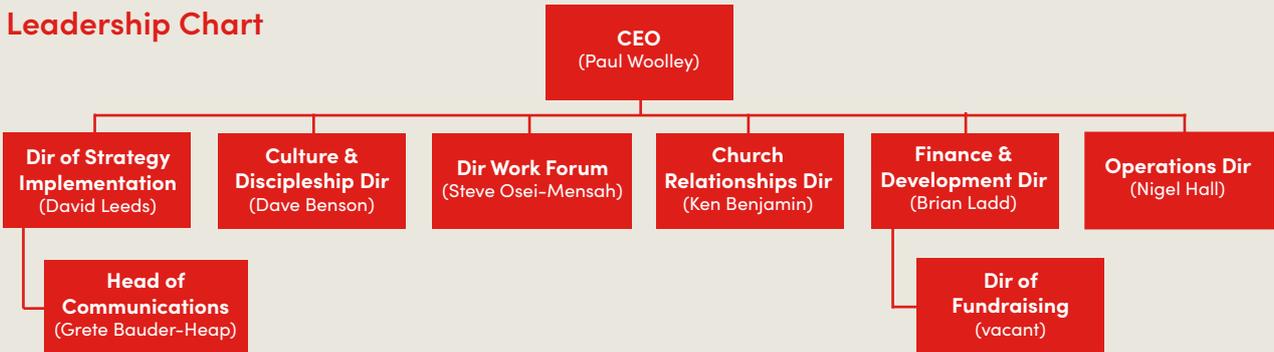
We believe that there is substantial untapped potential for income generation arising from LICC’s reach, reputation, and connections and the nature of LICC’s database.

The Director of Fundraising role will lead on the development and implementation of a vision-led relationships strategy, enabling LICC to effectively steward income-generating opportunities and increasing the sustainability of our rapid growth trajectory.

The role has been created to lead the acquisition and development of effective donor relationships supporting the growing impact of the organisation and its mission. This includes strategy development, the growth of our base of regular monthly donors, and caseload management, enabling a transformational and sustainable growth in income, particularly from individuals, churches, trusts, and foundations, together with a developing legacy programme.

This is a senior appointment. The role sits on the Strategic Leadership Team and reports directly to LICC’s Finance & Development Director. The appointee will be a member of the Board’s Finance & Operations Committee.

Leadership Chart



Key responsibilities

Strategic

- Set clear strategic direction and drive ambitious, achievable stretch targets for all income streams aligned with our vision, mission, and strategic goals.
- Drive innovation and fundraising excellence, making data-driven decisions to support growth.
- Build effective supporter journeys.
- Develop appropriate skills and culture within the organisation to embed fundraising in ways that are appropriate and life-giving.
- Report income streams and fundraising dashboard to the Board of Trustees.

Developing our fundraising portfolio

- Ensure ongoing review of our existing fundraising portfolio, proactively managing performance and developing cases for support.
- Supported by the Communications Department and our digital team, devise and deliver a donor-acquisition strategy and regular donor communications.
- Develop, implement, and manage an effective caseload system for key relationships, allocating relationship-holders around the organisation, facilitating thorough logging of contacts and knowledge management, and tailoring follow-up to meet the needs of each relationship.
- Maintain an excellent understanding of the external fundraising environment in order to maximise opportunities and ensure compliance with best practice.
- Working with the Church Team especially, play a lead role in identifying and securing new partner opportunities.



External representation

- Play a role in identifying, acquiring, and supporting major donors, trusts and foundations, working alongside colleagues, including the Chief Executive.
- Be an ambassador for LICC and its whole-life discipleship mission through compelling written and oral communication.
- Communicate with authenticity to actual and potential supporters.

Outcomes

- LICC's annual budget contains a 'gap' between the level of our expenditure and our 'assured' level of income. In 2021/22, this figure is £670k. As LICC grows, the Director of Fundraising will be responsible for ensuring that LICC meets its annual income budget.
- The role holder should pilot, test, and launch new ways of attracting regular donors, to enable the number to double from about 1,000 to 2,000 within 4 years.
- Staff, associates, and trustees should, through the training offered by the Director of Fundraising, feel confident to be advocates of LICC with potential donors.

Person specification

Experience and knowledge (essential)

- Proven ability to raise significant funds
- Developing a sustainable strategy around income generation at a senior level
- Turning a strategy into an operational plan which a small team can buy into, and which delivers clear objectives
- Face-to-face relationship-building, in a field like fundraising, marketing, sales, and/or event management, and experience of dealing with people at senior/board level
- Reaching high-demand individuals and engaging them in the vision of an organisation
- Leading and developing a team of highly motivated and capable people
- Putting systems and processes in place to support the delivery of a plan, making sure those systems are easy to use and that everyone follows them appropriately
- Building collaborative working practices across teams within an organisation
- Financial management including planning, budgeting, forecasting, and measurement skills to deliver outcomes
- Developing successful donor journeys
- Using CRM systems at an advanced user level for segmentation, to track opportunities and pledges, and to establish a clear FR pipeline (LICC uses Donorfy)
- Innovative digital FR methodologies

Aptitudes (essential):

- An understanding of and commitment to LICC's whole-life discipleship mission
- A follower of Jesus, actively living out your faith on your everyday frontline
- An activist, practitioner, and doer who thrives on the achievement of goals
- Excellent interpersonal and relationship-building skills

- Outstanding communication and presentation skills, understanding and appealing to the interests of a range of audiences. You must be able to write compelling FR communications
- Confident in data analysis and use of dashboards
- Deep understanding of and ability to communicate with the UK church
- Excellent planning, budgeting, and project management skills
- Proven aptitude for team working, including brokering strategic decisions and problem solving
- Persuasion and negotiation, including closing a deal or successfully asking a high-demand individual to do something
- Modelling and attracting loyalty, and encouraging people to journey with an organisation and its vision
- Positive affirmation and encouragement of colleagues and external contacts, demonstrating generosity of spirit, kindness, and a desire to see people flourish

Personal qualities:

- Team player
- Well organised
- Highly motivated
- Self-starter
- Likeable and fun
- A skilled hands-on practitioner as well as a strong strategist
- Flourishes in an entrepreneurial culture with leadership, character, and prayerfulness
- A strong understanding of, and commitment to, LICC's mission

How to apply

We're looking for someone who is captivated by our cause, shares our values, and is a practising Christian. The post is subject to an occupational requirement under Part 1 of Schedule 9 to the Equality Act 2010. The role requires some working outside normal working hours for events and meetings for which time off in lieu is given.

The closing deadline for applications is 12:00 noon on 4 June. Please send your application by email to nigel.hall@licc.org.uk

Your application should comprise:

- A covering letter of not more than one and a half pages outlining your motivation and relevant experience for the role. Please do make mention of your Christian faith and motivation to contribute to LICC's mission;
- A full CV including a full employment history showing responsibilities held and relevant achievements;
- The names of three referees – one professional, which should cover recent years of employment; one personal; and your current church leader. These details will be held in strictest confidence and references will not be sought until later in the process and not without your prior agreement.

We recognise that this process is one of discernment by all parties. Enquiries prior to the closing date should be made in the first instance to nigel.hall@licc.org.uk

Shortlisted candidates will be invited to interview on 15 or 16 June with final interviews on 5 July.

Terms and conditions

The role is a permanent, full-time position based primarily in London (but with the opportunity for flexible working) within a salary range of £55,000–£61,500 p.a. The post is subject to an occupational requirement under Part 1 of Schedule 9 to the Equality Act 2010. You will need to be able to prove that you have the right to work in the UK.

There are 25 days' holiday per year with statutory holidays in addition. Three further days' holiday are given between Christmas and New Year. LICC offers a contributory Company Pension scheme (9% employer contribution), life cover, and an interest-free loan for the purchase of an annual travel season ticket if needed. A 'Time Off in Lieu' arrangement is in place for evening and weekend working.

Thank you for prayerfully considering this role.

