

Head of Development

Purpose: To create and deliver a strategy for fundraising, communications, marketing and PR



- » Hours - 37.5 (hybrid; Tues/Weds/Thurs onsite in the Keswick office)
- » Reports to - CEO
- » Manages - Comms & Development Manager, Commissioning Editor, Oversight of key suppliers

Main responsibilities:

1. Leadership
 - a. Identify opportunities, develop strategy, and deliver fundraising and communications that will best enable KM's kingdom purposes and vision
 - b. Member of Leadership Team, helping shape the culture and deliver the vision of KM
 - c. Manage, develop and build a team: currently Comms Manager (f/t), Commissioning Editor (0.4), and Something More Creative
 - d. Control budget
2. Fundraising
 - a. To seek, in prayerful dependence on our generous God, to see regular support and project-related finance grow year-on-year
 - b. To develop a coherent strategy for fundraising that encompasses first-time Conventioneers through to long-term supporters, fostering in them a passion to invest in our vision
 - c. Develop a strategy and steward relationships with major donors, deploying the CEO and Trustees as required
 - d. Proactively develop grant income streams
 - e. Create and implement a legacy strategy
3. Communications
 - a. Create a comms strategy across all media that best feeds and delights supporters
 - b. Extend and multiply the impact and depth of KM's resources across the UK Church
 - c. Curate and develop the KM brand and values, ensuring instinctive familiarity across all media and the physical site at Keswick
 - d. Ensure KM becomes the instinctive first-choice destination for digital resources that are known to be dependable, generous, gospel-centred, and applied to all of life
 - e. Through the oversight of the Comms team
 - i. Manage and develop all media, including but not limited to: books/publishing initiatives and strategy, website, app(s), social media, mailchimp...
 - ii. Supply comms resources (such as signage, booklets, campaigns) that best support the Convention and year-round Ministry Operations
 - iii. Ensure coherence of the Pencil Factory & KM brands and comms that enable the Business Operations to flourish
 - iv. Manage the CRM and develop donor data
4. Marketing:
 - a. Create and deliver a marketing strategy that greatly broadens the awareness and recognition of KM across the UK Christian public
5. PR:
 - a. Proactive: tell stories of Keswick Ministries/Pencil Factory in:
 - i. Local media: PR particularly of the PF conference facilities into local Keswick/Cumbria media such that the townspeople are proud of our contribution to their community
 - ii. Christian media: broaden the awareness of KM vision, values and impact
 - b. Reactive: manage reputational issues and relationships within the town (with Director of Business Operations) and with the Christian press