

# Role Profile: Church Engagement Support Officer (Scotland)

Role updated: 25/02/25

Department	Division	Location	Salary Band
Income and Public Engagement	Church and Community	Local/Specific	D Mid
Reports to	Matrix Manager	No. of direct reports	Value-based behaviour
Central Supporter Engagement Advisor		0	Individual Contributor

## Purpose

The role focuses on inspiring and engaging churches, Christian Aid groups, and the public across UK to support Christian Aid's mission. Build and maintain relationships, maximising participation in appeals and campaigns, providing fundraising support, and managing feedback to uphold Christian Aid's reputation.

Ensure donations and gifts are processed efficiently in the CRM system to meet donor requirements and maintain accurate supporter information for effective contact, building relationships based on trust and openness.

## Main Areas of Responsibility & Accountability

- Build trust-based relationships with supporters to deepen their connection with Christian Aid's mission, proactively engaging with new and lapsed churches to inspire them to give, act, and pray.
- Collaborate across a diverse range of audiences to provide tailored advice and support, enabling impactful fundraising efforts.
- Understand supporter perspectives by maintaining open communication and aligning interactions with Christian Aid's values, while critically evaluating processes to improve engagement during key campaigns and appeals.
- Commit to high-quality interactions with supporters, consistently managing feedback and complaints to uphold Christian Aid's values and goals.
- Maintain accurate supporter information on the CRM system, and ensure donations and gifts are processed effectively to maximise impact.
- Contribute to impactful projects by developing supporter knowledge and providing training to colleagues, strengthening supporter relationships and engagement.

### Key Decisions

- Operate effectively within well-established practices and precedents, while proactively identifying opportunities for variation and improvement within the given scope.
- Collaborate with others when addressing unusual matters to drive meaningful decisions.
- Prioritisation of competing work responsibilities, accountable for responses and management of supporter enquiries on a daily basis.
- Ability to make in the moment judgements while responding to email and phone conversation to increase engagement, while analysing and checking data base information.
- Creativity in the utilisation of stories and resources available within Christian Aid to match supporter interest.

### Problem Solving

- Proactively address challenges within a specific service area or department, collaborating to identify solutions, and assist in the improvement of processes through routine analysis and assessment.
- Analysis of reports/excel or database information relevant to specific projects to maximise opportunities to increase supporter base and engagement.

### Key Interfaces

- Focus of role is on regular contact, building, empowering relationships with, and responding to supporters, volunteers, suppliers, churches and church groups via email and phone.
- **Internal:** Income & Public Engagement.
- **External:** Supporters, Volunteers, Christian Aid Group Organisers, Church Representatives, Community Fundraising Individuals, other members of the public, and professionals.

### Knowledge, Skills and Experience

#### Essential:

- Demonstrable experience of customer care and the importance of building relationships.
- Demonstrable experience and confidence in engaging supporters over the phone and discuss financial giving.
- Experience of using supporter/customer database.
- Ability to actively listen to supporters on the phone, identifying relevant opportunities for further engagement.
- Developed communication skills to influence verbally; inspiring and encouraging engagement.
- Ability to maintain focus in a busy environment and retaining attention to detail.
- Ability to work collaboratively with a variety of teams and colleagues.
- Ability to analyse and interpret information to achieve required outcomes.

#### Desirable:

- Experience of working with volunteers to maximise fundraising and engagement.
- Knowledge of digital fundraising and marketing.
- Knowledge of Christian church structures across England, Scotland and Wales.
- Knowledge of global development issues and Christian Aid's work.

### Travel

**In Country:** Occasional

**Global:** No travel