



Church Urban Fund Head of Fundraising and Communications

Candidate Pack
September 2026



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Introduction

Thank you for your interest in the role of Head of Fundraising and Communications at Church Urban Fund (CUF).

Church Urban Fund is a national charity working across England with local churches and faith based partners who are committed to serving and strengthening the community where they live, and overcoming poverty in all its forms.

We equip churches, faith and community groups to build knowledge, confidence and connection.

Founded through the flagship 'Faith in the City' report, published in 1985 CUF was one of the first organisations to support local, faith-based responses to urban poverty and we have been equipping churches and transforming communities ever since.

Our vision is a future where every neighbourhood across England is able to flourish. We believe that when local people are equipped and connected, they can build lasting solutions to overcoming the poverty that they face.

Through our work, we mobilise churches, faith groups and local people to overcome poverty and build stronger, more connected and resilient communities. That work is founded on the belief that local people know their communities best. It's a call to finding the treasure in our local neighbourhoods, rooted in an Asset Based Community Development framework.



In 2027, CUF celebrates its 40th anniversary of serving some of the most disadvantaged communities in England, and being a beacon of hope to the Church and the country. As part of this, we will be developing a new strategy that will mean we can continue to support communities in overcoming poverty. To support our aspirations, we are seeking an experienced, energetic and enthusiastic Head of Fundraising and Communications to lead the team tasked with securing the funding to deliver and communicate our mission and to enable us to follow Jesus in serving people and communities.

If you feel that this role could be for you, we would love to hear from you.

+ Rob

Bishop Rob Wickham
Chief Executive Officer

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About us



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At CUF, our mission is to tackle complex challenges like poverty and exclusion across England by mobilising people, churches, and whole communities to make a positive difference.

Through programmes and work like Growing Good, Near Neighbours Places of Welcome and Positive Pathways, we aim to transform the lives of those in poverty and strengthen communities by building knowledge, confidence and connection.

Four values run through everything we do. We work in collaboration with partners, communities and supporters; we act with compassion; we seek justice for people in the most disadvantaged communities; and we hold ourselves accountable to God, to our supporters and to the people we serve.

We understand that local people know their communities best, so we make sure local skills and knowledge are amplified and valued in everything we do. We work with and invest in local people, churches and community groups to tackle urgent issues, provide life-changing support and raise money.

Our Christian values

As a Christian organisation, we are motivated by a vision of the world as God intends it to be. We are passionate about building communities where material needs are met and everyone feels connected, valued, and loved.

Our work is guided by the following theological principles:

- We are drawn by the vision of a world as God intends it to be.
- We are driven by the biblical cry for righteousness, justice and peace.
- We are directed by Christ's example to prioritise those experiencing injustice, poverty and inequality.

The way we work is shaped by four core values:

- **Collaboration** – working in partnership and ensuring every voice is heard.
- **Compassion** – demonstrating Christ's love through practical support and care.
- **Justice** – challenging the causes of poverty and advocating for lasting change.
- **Accountability** – acting with integrity, transparency, and stewardship in all we do.

Culture and values

CUF is an inclusive organisation with a diverse workforce. Our aspiration is to build a workforce that is truly representative of the communities we serve and diversity is an asset in helping us create an inclusive, welcoming environment for all.



CUF Impact at a glance 2025

Church Urban Fund works alongside churches, communities, schools, charities and local partners to tackle poverty, strengthen communities and enable people to flourish. In 2025, CUF's programmes supported thousands of individuals and organisations across England through community action, leadership development, youth engagement and grant funding.

Growing Good

CUF's discipleship and community action programme continued to equip churches to understand local needs and take practical action:

- 372 new programme sign-ups
- 2,604 resource downloads
- 2,427 subscribers since launch

Near Neighbours

Supporting local communities to build stronger relationships and tackle shared challenges:

- 69 community grants awarded, distributing £248,978
- 14 youth-focused grants awarded, totalling £66,204

Windrush Day Grants

CUF administered:

- £500,000 of funding across 30 organisations, community groups and councils
- Average grant award of £16,667

Places of Welcome

Creating safe, welcoming spaces that reduce isolation and build community:

- 106 registered venues
- 104 new venues established during 2025
- Most venues welcome between 11 and 25 visitors each week



CUF Impact at a glance 2025

Catalyst Youth Leadership Programme

Supporting young people to become active leaders and changemakers in their communities:

- 4 Catalyst programmes delivered with 6 school partners
- 85 young people participated
- 78% reported a better understanding of how to influence local decision-making
- 74% felt motivated to volunteer in their communities
- 71% felt better prepared to take on leadership roles

Together Network

Building a national movement of organisations committed to tackling poverty and strengthening communities:

- 48 member organisations
- 14 founding partners
- 15 church and ecumenical partners, including 11 Church of England dioceses
- 19 charity partners
- 5 new partners joined in 2025

Positive Pathways

Working across Yorkshire to support people facing multiple disadvantages:

- Delivered with 6 partner organisations
- Supported more than 250 clients
- Expanded through a new partnership with Hull City Council and Hull Minster

Generosity and Support

Thanks to the generosity of supporters:

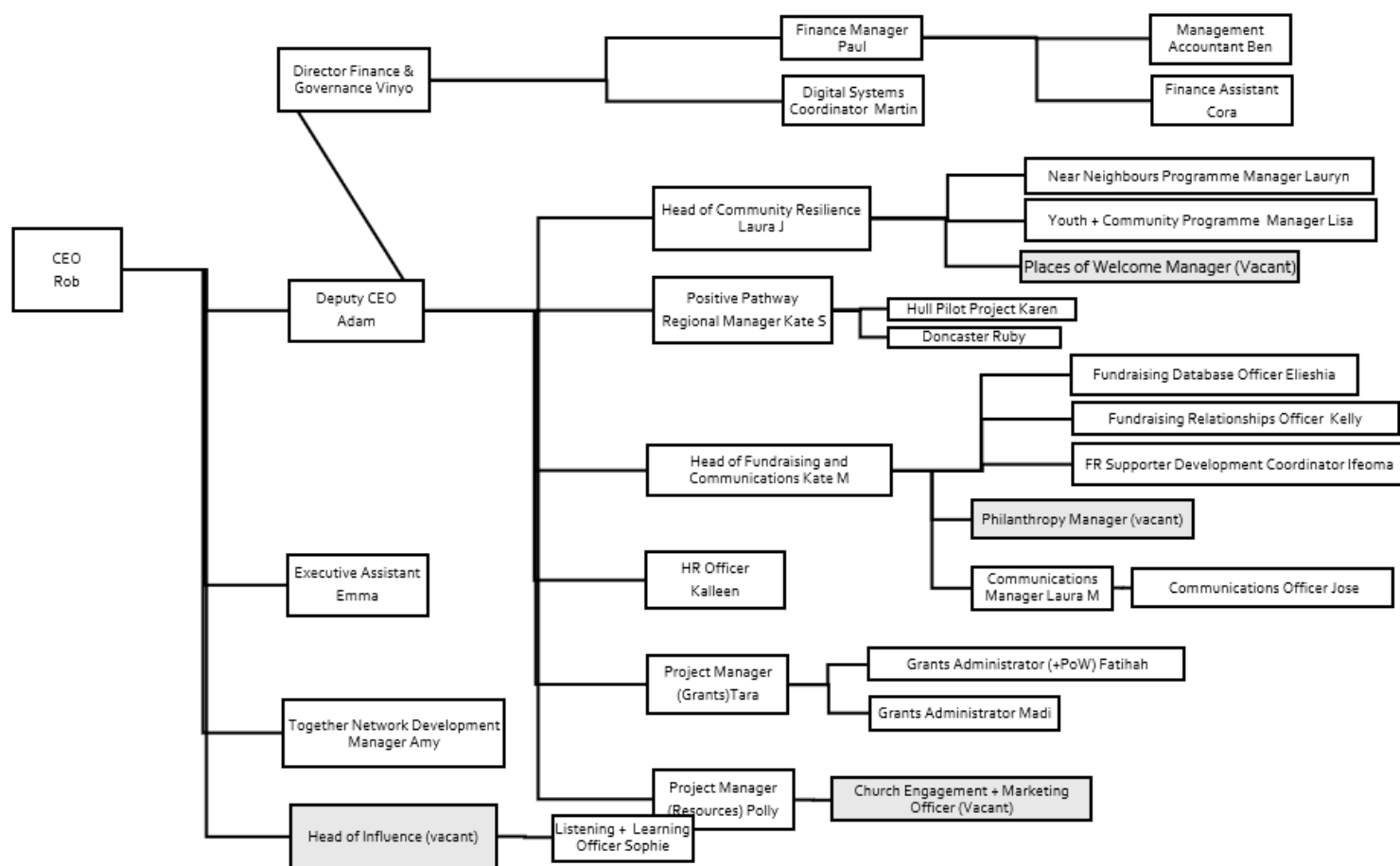
- 11 legacy gifts worth £222,118
- £209,724 raised from 978 regular donors
- £27,376 received from 58 churches

Together, these initiatives demonstrate CUF's commitment to building a movement of love, justice and mercy, enabling people and communities across England to flourish and enjoy life in all its fullness.

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About Us

CUF Organisation Chart



In almost 40 years as a fundraiser, CUF's been my favourite workplace. The people are wonderful, and the community impact is truly warming. I can really feel the difference I'm making.

Kate



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Job description



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Role details

Job title:	Head of Fundraising and Communications
Reporting to:	Deputy CEO
Location:	Hybrid/London (with presence at our London office to be determined with line manager): The Foundry, 17 Oval Way, Vauxhall, London, SE11 5RR
Salary:	£55,000
Contract:	Permanent
Hours:	35 hours per week (flexible working arrangements considered)
Annual leave:	22 days + 3 CUF discretionary days and Bank Holidays per annum
Pension:	7.5% employer contribution, with no minimum employee contribution required

Purpose of the role

The Head of Fundraising and Communications (HoF&C) is pivotal to the successful delivery of Church Urban Fund's (CUF) emerging vision to overcome poverty in all of its forms, by developing partnerships and programmes of hope, love and dignity.

The role will build on the collaborative model the team has developed which places fundraising and communications at the heart of CUF. Leading the team, this role will boost awareness of CUF's mission and secure resources to fulfill our vision.



About the role

The Fundraising and Communications team is essential to CUF's work of empowering churches to support their local communities, so that together we can overcome poverty in all its forms. With an emerging strategy to support this vision, we are seeking a Head of Fundraising and Communications with a passion for resourcing this essential part of Christian mission and communicating the work of CUF in new and exciting ways.

We are looking for someone who will shape the strategic direction of work in the next season of CUF's mission. We have a strong and loyal supporter base, but want to encourage more people to join us as we overcome poverty together. We know there are new opportunities to seek funding from a diverse range of sources to support our work, especially through trusts and foundations and major donors.

Our confidence with our communications has grown over the last two years as we have developed the team, with greater integration between the communications and fundraising teams. We want to build on the successes we have achieved through new digital channels, and be clearer on how we can communicate strategically to a broad range of stakeholders.. Our new Head of Fundraising and Communications joins us during this exciting time in our journey as an organisation, essential to realising our vision, you will work alongside a strong team and implement a successful growth strategy.

With Christian values at our core, we are looking for a leader who is committed to the ethos and aims of our organisation. Our work, through Near Neighbours, also includes developing inter-faith partnerships, therefore some knowledge of the different faith communities in England would be an advantage. The ability to work with people of different faiths and beliefs is essential. Applicants should be enthusiastic, flexible and have a positive outlook.

The ideal candidate will have demonstrated experience in fundraising and communications within the non-profit sector, with proven success in leading teams to deliver communications and fundraising activities to a range of audiences. We are particularly looking for someone who will increase our confidence and capacity in working alongside major donors and trusts and foundations.



Key objectives of the role

- Manage the fundraising and communications team to build strong relations with key audiences, by understanding and addressing those audience's motivations;
- Be the voice of those audiences by collaborating closely with all other departments, in order to keep supporters and activists at the heart of CUF's plans;
- Support the Senior Leadership Team in creating strategic 3-year operational plans, and translating them into donor-centric cases for support and fundraising propositions;
- Lead on fundraising plans to grow income from individuals, organisations, and institutions, and on communication plans to tell key audiences about our resources, products, and partnerships;
- Increase public and supporter engagement through channels including social media, direct marketing, account management, and partner relationships;
- Champion a CUF brand position, both internally and externally.

Principle responsibilities include:

Strategic leadership:

- Write top level strategic plans for fundraising and communications, and translate these into annual operational plans, through co-creation with the team who will be helping deliver them.
- Report quarterly on operational plans, and monthly on income and expenditure actuals compared to budget expectations.
- Champion key audiences – supporters, social activists, major advocates of our work – in organisational plans, to ensure we keep their voice at the heart of our decisions.
- Inculcate a culture of collaboration, curiosity, and results-orientation in your team, and across CUF including the Board of Trustees.

Team management:

- Inspire, mentor, and support 4 direct reports responsible for supporter development, database and supporter services; legacy and fundraising relations; communications management. Hold regular 1:1s, weekly team meetings, quarterly in-person team focus sessions, as well as annual objectives and appraisals.
- Build a team culture that celebrates collaboration, professional respect, and pride in achievements.
- Encourage experimentation, and big-picture thinking. Support personal and professional development by helping team members identify external and internal training and learning opportunities.



Fundraising:

Take personal responsibility for fundraised income, supported by the team, including:

- **MAJOR DONORS:** develop a plan for identifying major donors, from our own midvalue pool and also through desk research and Trustee connections, and for building relations with MD to solicit major gifts, and for account managing relations to turn this into a reliable source of income. This may involve recruitment and line management of a team member responsible for philanthropy.
- **TRUSTS:** develop a plan for identifying grant-makers from desk research, and for maximizing income from prospects and also existing supportive Trusts and Foundations, including working across teams to develop costed cases for support and across SLT and Trustees to manage grantmaker relations.
- **STANDARD INDIVIDUALS:** help increase income from ad hoc and regular supporters through seasonal appeals (post and email), our new twice yearly newsletter (which you will lead on), and other channels and mechanisms. Acquire new individual supporters through cross-organisation marketing, DM, social media, and other channels and mechanisms. Promote will gifts, including through third party partners, and help manage legacy prospects, pledgers and notifications.
- **CHURCHES:** build relations with supportive churches including soliciting donations, and through the fundraising relations officer, providing resources and materials for community fundraising with churches, groups, and individuals.
- **EVENTS:** involvement in, and attendance at, CUF's events to ensure that the cause and mission of CUF are presented to the best possible effect. The HoF&C will take the lead on fundraising and supporter cultivation events, and will be expected to create and deliver presentations.

Communications:

- Be data-led on channels and messaging, to tell key decision makers and activists about CUF's resources, tools and programmes which can help people transform communities, and about reports, impact studies, and project stories showing the difference it can make.
- Develop CUF's reach with media outlets, on- and off-line, to extend our reach with church and secular audiences, with a cost-effective 'digital first' approach.
- Act as a 'brand champion' for CUF messaging, and support style guide and website content guide usage to ensure consistency across all internal and external communications. Ensure clear and consistent communication of CUF's work, vision, mission and values including the availability of boilerplate text for projects and programmes as required.
- With the Communications Manager, develop and share KPI-reporting dashboards, communication guides and protocols, and procedures for e.g. crisis comms.
- Work with internal stakeholders and partners to present CUF's work using compelling (and GDPR-compliant) content – this will involve direct writing, interviewing and photography, as well as commissioning content creation through freelancers, and the Communications team.

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Job description



Processes:

- Report to SLT on insights and trends into CUF's fundraising and communications, benchmarking against others within the sector, with a view for continual improvement in fundraising performance and communication efficacy.
- Ensure CUF is compliant with the Fundraising Regulator, GDPR, ICO, and other relevant authorities.
- Ensure the Fundraising team processes and thanks donations quickly including Gift Aid claims, and deals with general calls and emails in an efficient manner.
- Work with our Digital Systems Co-ordinator and other staff and consultants to ensure Salesforce and associated third-party platforms (such as MailChimp) support fundraising and communications, and be the lead for ensuring our website meets audience needs and is fit for purpose.

This job description is a statement of requirements at the time of writing, and it should not be seen as precluding future changes after appointment to this role.



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Person specification



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Person specification



Skills, experience and characteristics

The person appointed would be expected to demonstrate the following essential skills and characteristics and some of the desirable qualities:

Essential	Desirable
• Demonstrable commitment to the ethos and values of CUF. • Direct experience of successfully leading a team for fundraising, including mentoring staff for excellence. • Demonstrable experience of building strong relationships with external audiences to achieve strategic goals. • Strong programme management skills, including setting and meeting budget targets for income and expenditure. • Big picture thinker, able to make connections between ideas, people, and projects in order to further CUF's strategic aims.	• Experience of working in the faith sector. • Direct experience of working in communications, including brand management • Digital FR and communications tools, including Meta and Google. • Personal experience in soliciting major gifts and grants. • Experience with CRMs (we use Salesforce).

We believe in the power of relationships and community to change lives.

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How to apply



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How to apply



Church Urban Fund is working exclusively with Charisma Charity Recruitment.

Expressions of interest should be submitted through the [Charisma website](#), and include:

- A comprehensive CV
- A supporting statement outlining your relevant skills and experience relating to the listed responsibilities and person specification.

For an informal and confidential discussion about the role, please contact Nick Thomas, Senior Consultant, Charisma Charity Recruitment: 01962 813300 or email info@charismarecruitment.co.uk.

We welcome and encourage expressions of interest from people of all backgrounds. We do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion, sexual orientation, age, veteran status or other category protected by law.

Key dates:

Closing date: Monday 19th October

Charisma vetting interviews will be held on a rolling basis and must be completed by Friday 23rd October prior to shortlisting.

Interviews with Church Urban Fund:

- **1st stage: Tuesday 3rd November**
- **2nd stage: Monday 9th November**



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