



World Vision UK Scotland Area Manager

Candidate Pack
July 2025



charisma
CHARITY RECRUITMENT

World Vision 



CONTENTS

Section one - Introduction

Welcome letter

Section two - About us

World Vision UK

We help children

Focusing on the vulnerable

How we're different

Section three - Job description

Role details

About the role

Key responsibilities

Section four - Person specification

Person specification

Further details

Section five - How to apply

How to apply

1

Introduction

Dear Applicant,

I am delighted that you are considering joining the Ministry Development Team as the Scotland Area Manager at World Vision UK. This role is not just another step in your career - it is a unique opportunity to live out your calling, using your gifts to inspire the Church across the UK to engage deeply with God's heart for justice and compassion.

At World Vision, our vision is to see every child live life in all its fullness. Rooted in our Christian faith, we work to bring hope, transformation, and lasting change to the world's most vulnerable children. We do this by partnering with communities, tackling the root causes of poverty and injustice, and sharing God's unconditional love through practical action. This role is an invitation to help lead that movement - right at the intersection of faith and action.

As the Scotland Area Manager, you will play a key leadership role in developing meaningful partnerships with churches, leaders, and Christian networks across the UK. We are looking for someone who is both a confident communicator and a relational, people-centred leader - someone who can quickly build trust and forge strong, authentic relationships with church communities and key stakeholders.

You'll bring energy and purpose to a range of opportunities - from preaching in local churches and engaging with major Christian festivals, to finding creative ways to mobilise churches and leaders into deeper engagement with our mission. You will thrive in deploying innovative and faith-filled approaches that inspire generosity, prayer, and action.



In this role, you will have the opportunity to integrate your Christian faith into your career. If you are passionate about reducing the impact of poverty on children and want to be part of a team that is making a real difference, we would love to hear from you. This role requires someone who is passionate about holistic development through child sponsorship, and who is ready to inspire others to join in God's mission of transformation and hope.

We look forward to welcoming you to our team and working together to transform the lives of children and their communities.

In Christ,

Elijah Kirby
Director of Ministry Development
World Vision UK

2

About us





World Vision UK

World Vision is a global community of millions, working together for one purpose: to change the lives of vulnerable children.

Our supporters, partners and staff join forces with communities on the ground to help children enjoy good health, be educated for life, experience the love of God and their neighbours and are cared for, protected and participating. Together we share proven, world-class development methods to bring food, water, education and economic change.

By working with communities to protect children from violence and neglect, caring for them in emergencies, and challenging everyday injustice for the poor, we enable self-sufficient communities to make real, lasting change. Driven by our desire to serve God and make a lasting impact in the world, we're a team that knows no bounds or borders – we work with people of all cultures, genders and faiths to achieve transformation. We welcome anyone with the will to make a positive change for children and who shares our vision. Join us.

Our vision is for every child, life in all its fullness.

Our prayer for every heart, the will to make it so.

World Vision has a long history of taking action that transforms the world. Our focus is on helping the most vulnerable children, in the most difficult places, overcome poverty and experience fullness of life. Together we have partnered with millions of children and families to find a way out of poverty, and we're often among the first to help when a crisis strikes.

We help children

As a [Christian charity](#), we help children – of all faiths and none – in some of the world's most dangerous places. We believe it takes a whole community to create happy and fulfilling childhoods. And we work together with communities so they're empowered to do just that.

Our integrated approach includes [water](#), [healthcare](#), [education](#), [child protection](#), and [income generation](#). With the aim of allowing every child to fulfil their God-given potential.

Across almost 100 countries, our impassioned community of supporters, volunteers and community leaders work together to transform children's lives. Together, we will never give up.

2

About Us



Focusing on the most vulnerable

Responding to emergencies, from earthquakes to civil war

Last year we reached over 2.5m children in 182 projects across 36 countries

Empowering children and families in extreme poverty

In almost 100 countries, working to end poverty

Protecting children from abuse and exploitation

Challenge all forms of abuse and exploitation, from child marriage to FGM

How we're different

Community-led

We know that communities have the best understanding of their own struggles. And often they also have the best idea of how to achieve their dreams. We simply listen - and give the tools and training for communities to deliver those dreams, transforming the lives of children and their parents. We're most known for [Child Sponsorship](#) which funds a lot of our community development work.

Child-focused

We know that changing a child's life can transform a family, a community and an entire area. In all we do, we work towards children's complete wellbeing, helping them to [overcome poverty](#) and get the education they often long for. It is these children who go on to become the doctors, teachers and engineers of the future; they who will stop future generations ending up in poverty.

Faith-based

Inspired by our Christian faith, we help all children – of all faiths and none – even in the most dangerous places. We strive to protect God's creation and demonstrate God's love. We fight to make sure every child reaches their God-given potential. More about [how World Vision works with faith leaders](#).

3

Job description



3

Job description



Role details

Job title:	Scotland Area Manager
Salary:	£45,563 - £48,375 FTE per annum (depending on experience) + a generous benefits package
Contract:	Permanent – 36.5 hours per week. Part time considered (min 25 hours per week)
Location:	This is a home-based role with extensive travel across Scotland, primarily focusing on Glasgow and Edinburgh areas. The ideal candidate should reside in close proximity to either city.
Travel:	This role requires frequent travel across Scotland and other parts of the UK. Occasional overseas travel may also be necessary, including visits to World Vision's international programmes or global staff events.
Annual Leave:	28 days and bank holidays
Pension:	7% Employer contribution, matched by 3% personal contribution

As an active Christian, this role offers you the opportunity to integrate your Christian faith and be sensitive to its various expressions across cultures and denominations.

In addition to the salary offered, we offer good benefits including pension, generous holiday entitlement and free parking (MK only).



About the role

In this vital role, you'll take the lead on building and nurturing relationships with churches, church leaders, and Christian networks across the UK—equipping and inspiring them to respond to God's call to support the world's most vulnerable children through giving, prayer, and action.

Whether at festivals, in churches, or through online events, you'll be sharing the incredible impact of World Vision's work and inviting others into our mission.

There is also potential to line manage a mid-level team member, with scope to grow your leadership as the team expands. Working to ambitious yet achievable targets and with strong senior support, you'll bring a combination of strategic thinking, creative flair, and personal faith to shape and deliver meaningful engagement.

Key responsibilities

1. Fundraising Through Donor Acquisition and Church Income

- Lead on building strong, mission-driven partnerships with churches and their leaders, encouraging support through both individual giving and wider church engagement.
- Develop tailored plans using our existing campaigns and resources, making each church's journey with World Vision personal, relevant and inspiring.
- Explore and lead new ways to connect churches to our mission, working creatively and collaboratively to bring fresh ideas to life.
- Grow and manage a portfolio of church relationships, balancing strategic thinking with hands-on delivery to meet or exceed annual targets.



2. Donor stewardship and development

- Provide thoughtful, consistent stewardship that keeps churches feeling connected, appreciated and aligned with the impact they're making.
- Use a variety of personal touchpoints, emails, phone calls, meetings, handwritten notes, to build deep and trusted relationships with church contacts.
- Ensure supporter data is well managed in our CRM, reporting accurately on income and ensuring donations are processed and allocated properly.
- Share your skills in coaching and supporting colleagues to build confidence in donor care and church engagement.

3. Representing World Vision externally to key audiences

- Speak with confidence and authenticity in churches and events, sharing powerful stories that inspire action and deepen connection to our work.
- Make compelling, values-aligned asks, inviting churches and individuals to join us in making a difference through giving and advocacy.
- Lead World Vision's presence at Christian events (virtual and in person), building relationships that open doors for the long term.
- The successful candidate will be expected to represent World Vision UK by speaking in churches for approximately 18 Sundays per calendar year. These engagements are central to the role and may include travel and overnight stays.
- Serve as an external advocate and brand ambassador for World Vision UK within Christian leadership circles and churches, embodying our mission and values with clarity, credibility, and conviction.

4. Supporting our long-term vision for transformation

- Help shape and deliver our Church and Christian Engagement Strategy, working collaboratively across Public Engagement to bring insight, energy and alignment to our long-term plans.
- Use feedback, insight and learning to strengthen our approach—constantly seeking ways to grow our relevance and reach with churches.
- Build strong trusted partnerships, influencing and negotiation skills with professionalism and confidence across both internal teams and external partners.
- Live out and reflect World Vision's Christian identity in every interaction, ensuring it is upheld with integrity and clarity.

4

Person specification





Person specification

You'll be a great fit if you are:

- Passionate and committed, with a deep desire to see children experience fullness of life.
- Relational at heart, with a proven track record in nurturing relationships towards financial support.
- Strategic and collaborative, confident in designing and delivering growth strategies.
- A confident communicator, both in one-on-one conversations and public settings.
- Deeply connected to the UK church landscape, with an understanding of its diversity and potential.
- Results-oriented, with a clear grasp of using data to inform action and drive success.

Essential Skills & Experience

- Exceptional public speaking ability, with confidence in delivering inspiring, faith-based messages to diverse church audiences, both in small gatherings and large-scale events.
- Experience in leading/supporting a team working to targets, perhaps in a fundraising, sales or similar environment.
- Knowledge of the Christian landscape in the UK, and key relationship management principles.
- Ability to represent World Vision at a range of events, speaking to leaders, churches and individuals about our work.
- Experience of working to time sensitive deadlines and meeting targets.
- Experience leading, mentoring and developing individuals.
- Excellent interpersonal skills, with the ability to work collaboratively and supportively with external partners, internal team members and multiple church relationships.
- Educated to degree level or level of knowledge, understanding and critical thinking equivalent to degree level gained through extensive relevant workplace experience.

Desirable

- Experience working for a Christian organisation, church or ministry.
- Experience serving, or sympathy with, the day to day challenges faced by church leaders with a strong understanding of church dynamics, governance, and pastoral responsibility.
- Background in sales or business development, with experience in relationship-led selling, comfortable in target achievement, and persuasive communication.



Further details

Universal acceptance for everyone, everywhere is at the heart of our Christian organisation. We promote diversity of thought, culture and background, which connects the entire World Vision family. As such, World Vision is proud to be an Equal Opportunity Employer. We value diversity and aspire to reflect this in our workforce. We particularly welcome applications from under-represented sections of the community. World Vision UK also operates flexible working policies and practices.

As a child focused organisation, World Vision UK is committed to the safeguarding of children, therefore any offer of employment is conditional upon the successful completion of applicable background checks, including a criminal records check.

As a Disability committed employer we encourage qualified individuals with a disability to apply and request a reasonable adjustment if you are unable or limited in your ability to use or access <https://www.worldvision.org.uk/who-we-are/jobs/> as a result of your disability.

World Vision UK is a registered organisation operating the Misconduct Disclosure Scheme (MDS) and we shall check with your previous employers about your behaviour and conduct. We will be requesting they complete a form known as a Statement of Conduct. For more information see: [The Misconduct Disclosure Scheme \(misconduct-disclosure-scheme.org\)](https://www.worldvision.org.uk/who-we-are/jobs/)

By submitting your application, you understand and accept that World Vision UK will process the data you provide for the purposes of your application and in accordance with the World Vision UK - Job Applicant Privacy Notice.

Please note that you MUST have the Right to work in the UK documentation as unfortunately, this role is not sponsored, and your application cannot be considered any further without it.

5

How to apply



5

How to apply



World Vision UK is partnering with Charisma Charity Recruitment.

Applications should be submitted through the [Charisma website](#) and include:

- A comprehensive CV
- A supporting statement, explaining how you believe you match the requirements of the role, including the genuine occupational requirement to be a practicing Christian. Please also describe any potential conflicts of interest.

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

We welcome and encourage applications 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.

**Due to the nature of the work, there is an Occupational Requirement that the post holder is a practicing Christian under the Equality Act 2010, Part 1, Schedule 9.*

Closing date: Applications are being reviewed on receipt and interviews will be conducted on a rolling basis. When a suitable candidate is found the role will close, so please apply without delay to avoid disappointment.



charisma
CHARITY RECRUITMENT