

JOB DESCRIPTION AND PERSON SPECIFICATION

JOB TITLE:	Regional Manager, London
DEPARTMENT:	Donor Ministries
JOB TYPE:	Permanent
	Full time – 35 hours per week
LOCATION:	Hybrid (one or two days per month, as agreed with the line manager, at the National Ministry Centre, Coventry)
DATE ISSUED:	May 2025

1 MAIN PURPOSE OF JOB

The Donor Ministries Department is responsible for serving, stewarding, and growing our network of supporters to maximise income and prayer support into the ministry. This allows us to increase the scope of our work and open new opportunities to provide spiritual and physical aid to hurting people around the world in Jesus' Name.

With a passion for the Gospel, a love for people, and a desire to serve, the Regional Manager will maximise income and awareness of the work of Samaritan's Purse by supporting and developing fundraising activity in the designated region and beyond. Playing an instrumental role in achieving ambitious growth targets, the Regional Manager will proactively identify, engage, secure, and develop new supporters, alongside their own church network, while stewarding and growing an existing portfolio of loyal donors in the London region (*see Appendix A*).

An '*Agent of Transformation*' the Regional Manager serves existing and prospective supporters with excellence, helping cultivate the missional seeds God has placed on their hearts by clearly communicating the full breadth of Samaritan's Purse's work and providing an opportunity to partner with us. This is all underpinned by outstanding relationship-building, networking, writing, organisational, and influencing skills.

2 POSITION IN ORGANISATION

- Collaborates closely with multiple departments across SPI & BGEA
- Reports to Director, Ministry Advancement

3 PRINCIPAL RESPONSIBILITIES

Donor Development Responsibilities

- Manage, monitor, and maintain the delivery of personal fundraising and non-fundraising KPIs to ensure departmental and strategic donor development targets are achieved.
- Always express the Love of Jesus to supporters and partners through regular planned communications and prayer (calls and visits), ministering to donors and their families with authenticity and genuine concern.
- Build a portfolio of key influencers across a range of income streams in the London region, including high-potential mid and major-level donors, church leaders, volunteer networks, key partnerships, events, and gifts in kind.
- Proactively identify, engage, secure, and grow new networks of support for the ministry in the London region, nurturing them through each stage of the donor journey.

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- Manage, serve, and grow the existing portfolio of donors and key influencers in the London region with first-class stewardship, relationship management and reporting (e.g. Impact Reports).
- Secure and, where required, deliver speaking appointments at key churches, conferences, and events etc., requiring strong public speaking skills, a solid theological base, and knowledge of the UK church landscape (including denominational differences).
- Confidently host meetings and deliver presentations for prospective and existing supporters, clearly and persuasively communicating the heart of the ministry and the full breadth of our projects, always using on-brand and high-quality supporting communications materials.
- Work closely with the Director of Ministry Advancement to provide tactical support on key strategic partnerships and relationships, including identification of prospective/high-potential supporters within your region.
- As a representative of Samaritan's Purse, always serve with excellence to ensure God is glorified, whether through your work, through interactions with others, or through a well-kempt appearance and professional attire.

Reporting, Collaboration & Administration

- Regularly update prospect information on the CRM database and other reporting tools with information on prospects to ensure accurate records are kept, the pipeline is up to date, and key information is shared across the ministry.
- Work in close synergy with the Communications Department, Donor Services Department and Projects Team to ensure strategic objectives are achieved in a consistent and highly effective manner.
- Contribute to the planning and delivery of a schedule of Samaritan's Purse-hosted donor events and vision trips, including travelling where necessary.
- Contribute to departmental planning and budgeting with informed forecasting and projections, working closely with other colleagues and departments to ensure successful delivery of the Ministry Development Strategy.
- Collaborate with colleagues across the organisation to understand the overarching needs of the charity and develop compelling and impactful cases for support.
- Always be compliant with The Fundraising Regulators Fundraising code and other relevant legislation and codes of practice such as GDPR.

4 OTHER DUTIES

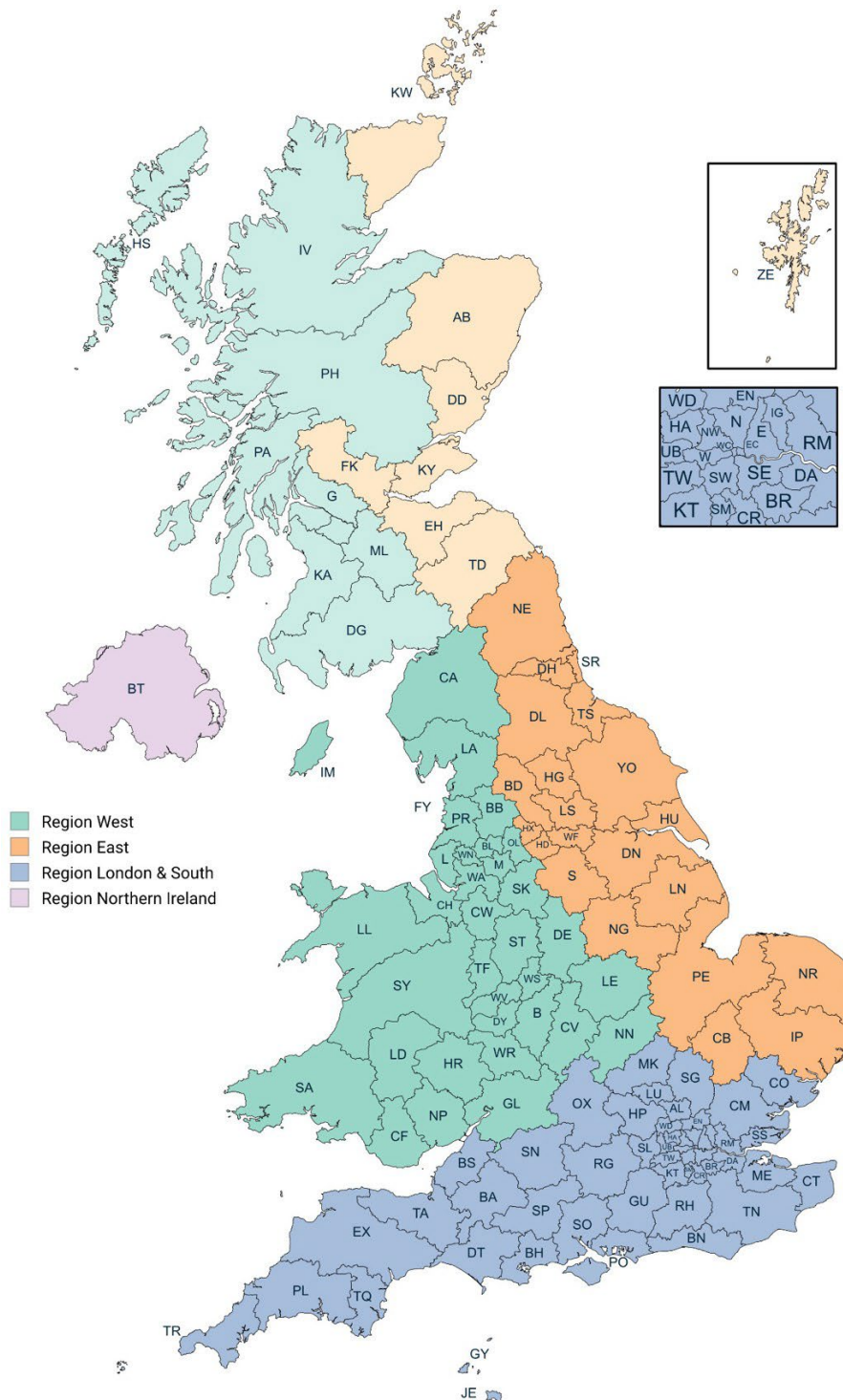
- Attendance in devotions and leading on occasion.
- Always demonstrate Christian values when working and communicating with others.
- Some weekend and evening meetings/presentations will be required.
- Such other duties as your line manager may reasonably require.
- May be called upon to assist Samaritan's Purse in its collaboration with the Billy Graham Evangelistic Association.

5 OCCUPATIONAL REQUIREMENT

- In accordance with the Equality Act of 2010 and due to both the nature and context of the role there is an 'occupational requirement' for the post holder to be an evangelical Christian. The job holder should be committed to the purpose of SPI and be able to demonstrate enthusiasm for the Christian purposes of the organisation and be able to live out, hold to, support and contribute to its Christian ethos.

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Appendix A: Samaritan's Purse UK Regions



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PERSON SPECIFICATION

JOB TITLE: Regional Manager, London

QUALIFICATIONS	ESSENTIAL	DESIRABLE
Education	<ul style="list-style-type: none"> Educated to degree level or equivalent. 	
IT Skills	<ul style="list-style-type: none"> IT literacy with experience using MS Office and CRM systems. 	
EXPERIENCE & SKILLS	ESSENTIAL	DESIRABLE
Relevant and demonstrable experience	<ul style="list-style-type: none"> Proven experience in fundraising, business development and/or relationship management. Demonstrable experience of building networks and generating income on a 'self-starter' basis. An influential negotiator with strong communication, presentation, networking, and relationship building skills, demonstrable across both cold and warm contacts. Self-motivated and action focused with excellent time management skills. Demonstrable experience of project management and cross-organisational working. Experience in prayer ministry, with a strong understanding of the Bible and its teachings, including the principles of Biblical giving. Excellent English writing and comprehension skills. An existing network of church and Christian influencer contacts is highly desirable. 	
Travel	<ul style="list-style-type: none"> Due to the specifics of the role and the areas that will need to be covered the ability to drive with a clean driver's license and access to a car is ideal. However, in the case of disability, the organisation is willing to make reasonable adjustments if needed and use of alternative transport can be discussed. 	