

**Information pack for the post of
Giving Adviser**



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Welcome

Thank you very much for your interest in this important post in the Diocese of Salisbury.

The foci of our Diocesan strategy – Renewing Hope – are “pray, serve, grow”, and giving and generosity has been identified as a key driver, particularly in relation to “grow”. As a priority work area for the diocese we want to challenge ourselves about generosity and manage our assets well so that we grow new income and release funds for pioneering work in mission and ministry.

Average planned giving per person per week according to the latest statistics in Salisbury Diocese is £10 ranking Salisbury 27th out of 41 dioceses. Giving as a percentage of income is 2.9% ranking Salisbury 36th out of 41 dioceses. This means of course, that there is huge potential for development and growth. Over the last year, we have invested time and resource to really understand the lay of the land around giving and generosity in the Diocese. From this we are developing a Diocesan Giving Vision and a plan that operationalises Renewing Hope in this area – the new Giving Advisor will be key to shaping this further and bringing it to life.

As part of the ongoing review and development of the Diocesan Giving Vision we have convened an Inspiring Giving working group which functions as a sub-committee of the Diocesan Board of Finance. This group is chaired by an Archdeacon and includes ordained and lay leaders from across the Diocese which will help to give stronger leadership and deeper embedding of the Giving Vision going forward. They will meet quarterly to provide strategic direction, and also take an active role in promoting and embedding new initiatives in the Diocese. The Giving Advisor will work alongside, and be supported by, this group. Ongoing training, mentoring and support in all aspects of giving are also available from the National Giving Team.

The pandemic has shifted the approach to the roll out of the Giving Vision, and we have so far focussed on online training to ensure churches are equipped to access different giving mechanisms. In 2021 we plan to roll out the broader elements relating to generous culture such as training opportunities for clergy and a diocesan-wide Giving Campaign.

Supported by the National Church Giving Advisor Fund, we are now in a position to develop our capacity on the ground and support parishes to bring this wider work to fruition by the appointment of a Giving Adviser. If you think you have the creativity and drive to take this role forward we very much look forward to hearing from you.

On the following pages, you will find details of the job description and general terms of employment, more information about the Diocese, along with details on how to apply via the Pathways recruitment site.

If you would like an informal discussion about the position, please contact use [this link](#) to book in a call at a mutually convenient time with Lianne Howard-Dace (our Independent Fundraising Consultant) who will work with the post holder.

The closing date for applications is 12 noon on Monday 1st February 2021. Interview date to be confirmed.

I look forward to receiving your application.

Liz Ashmead

Director of Finance, Fundraising and Asset Management
December 2020

JOB TITLE	Giving Adviser
LOCATION	Church House, Salisbury/Home working
DEPARTMENT	Finance, Fundraising and Asset Management
NORMAL HOURS	Full Time (35 hours)
GRADE	4
DURATION	Fixed Term for 5 years
RESPONSIBLE TO	Director of Finance, and Asset Management
RESPONSIBLE FOR	N/A

The overall purpose of this role is to inspire and equip churches to encourage generous giving across the Diocese of Salisbury. The post holder will be responsible for the practical delivery of the Diocesan Giving Vision and translating the National Giving Strategy in the local context.

Key duties will include overseeing giving materials and resources at a Diocesan level, engaging at a local level e.g. Archdeaconry/Deanery with training and other initiatives, and providing bespoke support to individual parishes and benefices as necessary.

Top priorities for the post holder – linked to the National Giving Strategy and Diocesan Giving Vision - will be to train lay and ordained leaders around both the mechanisms of giving and the application of a generous theology, to increase the adoption of the Parish Giving Scheme and Contactless giving and build relationships of trust when representing the Diocese.

KEY ROLE A - To support the adoption of the Giving Strategy at the Diocesan level

- Work with the Inspiring Giving Group (a subcommittee of the Finance Committee) to ensure giving is championed at all levels across the Diocese
- Carry out Diocesan-wide financial analysis of performance and trends, in order to identify parishes/benefices who are flourishing and those who may require additional support
- Managing and originating communications to share best practice, latest developments and celebrate successes around Generous Giving
- Create and curate resources, on and offline, to equip churches to prayerfully reflect on and practically develop generous giving

- Work closely with Regional Giving Advisor to promote and roll out national and regional initiatives in the Diocese
- Collaborate with colleagues across Diocesan teams - particularly Discipleship & Ministry, Communications and Finance - to integrate Generosity and Giving in to all areas of work
- Contribute to the development of the overall Diocesan Giving Vision and the plans which emerge from this

KEY ROLE B – To enable the promotion of Generosity and Giving at the Archdeaconry and Deanery level

- Delivering talks, reflections and training sessions for clergy and lay leaders on a range of topics related to giving to meet their needs
- Creating and responding to opportunities to promote Parish Giving Scheme and contactless giving
- Liaising with colleagues such as Archdeacons and Deanery treasurers to identify those who are excelling with generous giving to share learnings, and those who need additional support

KEY ROLE C – To support Giving and Generosity practically and the benefice and parish level

- Facilitate generosity/giving audits to ascertain strengths and weakness
- Developing and delivering targeted action plans where remedial support is needed
- Supporting the development of restricted/capital appeals
- Coaching and mentoring leaders to support development of generous giving practice
- Sign-posting resources and facilitating collaboration with others
- Monitoring results, including longer term outcomes from support interventions

The purpose of the job description is to indicate the general level of responsibility and location of the position. The above is not an exhaustive list of duties and you will be expected to perform other relevant duties from time to time as necessitated by your role and the overall objectives of the organisation.

PERSON SPECIFICATION

Giving Adviser

CRITERIA	ESSENTIAL	DESIRABLE
KNOWLEDGE (including experience and qualifications)		
A strong understanding of the faith imperative for giving in a Christian context	Y	
An understanding of structure and ways of working in the Church of England	Y	
A working knowledge of fundraising practice and regulation	Y	
Experience of raising funds in a professional or voluntary capacity	Y	
Experience of working in a church or parachurch context		Y
Qualification in fundraising, marketing or related discipline		Y
Experience of working on organisation/culture change projects		Y
Experience of preaching and teaching		Y
SKILLS		
Exceptional communication skills, including ability to deliver presentations and write copy for marketing materials, with ability to adapt approach for different audiences	Y	
Innovative and creative approach to problem solving	Y	
Strong, demonstrable financial literacy	Y	
Project management skills to prioritise, manage and deliver a broad range of different tasks in a timely and cost-effect manner	Y	
Understanding of digital marketing/customer experience	Y	
ATTRIBUTES (personal skills required for role)		
Able to build and maintain strong relationships with a broad range of people	Y	
Able to disagree well and encourage people at all levels to think differently about Generous Giving	Y	
Collaborative, collegiate approach to working with a broad range of stakeholders	Y	
Empathetic and able to adapt communication style and tactics accordingly	Y	
Flexible approach, able to adapt working hours on occasion to meet needs of stakeholders (with adequate notice)	Y	
Tenacious and able to persevere	Y	
Able to navigate ambiguity	Y	

In addition the post-holder needs to hold a valid driving licence, be prepared to travel throughout the Diocese and to work flexible hours as it is likely that there will be a number of meetings in evenings and weekends.

About the Diocese of Salisbury

Our Diocese contains:

- A million people from the Jurassic Coast through the North Wessex Downs to the M4
- A decreasing and more aged rural population, but a growing and younger urban population along the coast
- A large food-producing area, seeing agriculture in transition and tourism becoming increasingly important to the local economy
- A significant military presence concentrated around Salisbury Plain
- Localities that include some of the wealthiest people in the country, but also some of the most deprived.
- Younger people experience reduced access to training and jobs and specialist services outside education

We know that churches and schools are best placed to understand and respond to God's calling to serve in their local context. Therefore, our vision anticipates a genuinely localised strategy in which ministry resources and mission challenges can be mapped and matched.

Some Facts and Figures:

The Diocese of Salisbury extends over 2,000 square miles and covers most of Dorset and most of Wiltshire, and also has parishes in Devon and Hampshire.

As of June 2020, we have 132 Benefices and 436 parishes. There are 148 new worshipping communities.

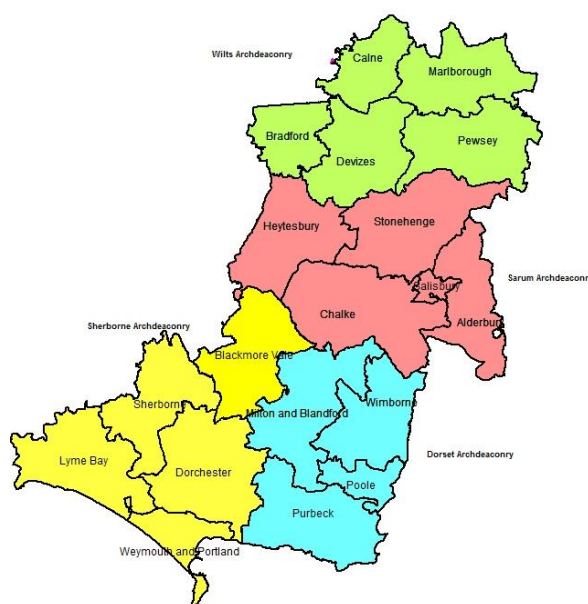
There is a strong commitment to lay ministry with 1,310 people actively involved in a range of authorised lay ministries as well as a multitude of others in the life of the local churches.

We also support 40 chaplains who work out in the community, everywhere from prisons and hospitals to the gypsy and traveller community.

The Diocese's 569 Churches support a worshipping community of 29,600, with over 19,000 turning up regularly to services on a Sunday morning.

The Office of National Statistics estimates our Diocese to have a population of 955,000. Nearly 70% of this figure (about 650,000 people), live in 30+ towns and larger urban areas such as Bournemouth and Poole. We also have 17 parishes where there are significant issues of deprivation, especially around poverty and low educational achievement.

The rural church has a unique dynamic, deeply rooted in the wider community. Our large rural multi-parish benefices need particular skills, and small congregations may not have sufficient numbers of people to do all



the necessary jobs. Yet clergy in the countryside have always had an incarnational ministry and continue to be an important focus in their communities. Through our Rural Hope programme, we are investing in identifying, nurturing and training rural church leaders who, working with local congregations, will take hold of mission opportunities and move into church growth – in numbers, depth and impact.

Looking at current trends, we will be well over a million people by 2030 living within the 2,000 square miles that make up our Diocese. But the age profile of this population is also significant. Over the past 10 years, the number of people over 65 increased across our Diocese. In Dorset, the number of children and people of working age decreased, while in Wiltshire the number of children remain fairly static.

Two Local Economic Partnerships cover our area and both predict economic growth linked to the continued and growing presence of Ministry of Defence personnel and, in Dorset, tourism. There is also a programme of new housing around many of our market towns.

The Channel Islands will become part of the Diocese of Salisbury in the near future.

A Christian presence in every community



The Church in this Diocese continues to be nurtured by extraordinarily deep roots. We have some of the longest continually inhabited places in Britain. Probably the earliest known image of Christ anywhere in the world is from the floor of a Roman villa at Hinton St Mary in this Diocese. The Saxon Church here included women as well as men in positions of authority.

As a Diocese, we are committed to the parishes because the local Church is the strength of the Church of England. We are committed to a thriving Christian presence in every community. In many places, the inherited forms of Church, adapted and developed for the present, still serve well.

We are also developing new models of ministry for mission, creating some experiments including a Bishop's Mission Order in Poole and a lay pioneer team on a new housing estate just outside Salisbury, from which we can all learn. There are over 90 new worshipping communities alongside inherited models of church as well as chaplaincies in a variety of settings such as schools, hospitals and prisons. This 'mixed economy' of Church life can happen only in a Diocese that relishes its diversity and believes that in Christ we live and work together.

Collegial Leadership

A single, collaborative model of leadership has been developed across the whole Diocese and is particularly important in responding to both the priorities of the Diocese, the national renewal and reform programme and the goals of growing the Church, contributing to the common good and re-imagining ministry.

The Diocesan Bishop is supported by two Suffragan Bishops, who operate their ministry as one team across the Diocese, and the Bishop's staff of three Bishops, four Archdeacons, the Dean, the Diocesan Secretary and the Director of Education.

Strong, shared lay and ordained leadership is evolving through the Diocesan Synods, Councils and Boards, the Cathedral Chapter and other committees. This draws on gifts, skills and competencies, local knowledge

and networks of relationships with Lay Chairs of Deanery Synods, Rural Deans and many others engaging in mission and ministry in each community within the Diocese.

Renewing Hope: Pray, Serve, Grow

Renewing HOPE
Pray • Serve • Grow

Bishop Nicholas has engaged the Diocese in a prayerful and careful process of exploration and discernment leading to the Diocesan vision – Renewing Hope: Pray, Serve, Grow.

Prayer, Service and Growth are knit together in Renewing Hope. We are all called to love and serve God and our neighbours. We have choices in how best to share our gifts and resources and believe in creating space for innovation, so that new signs of God’s Kingdom can emerge.

We aim to adapt our structures in order to encourage creativity and flexibility, both centrally and at the local level. In listening to the needs of the Diocese over the last year, our priorities for growth will be to:

- Develop discipleship and evangelism
- Encourage dynamic and collaborative leadership
- Transform lives and communities

While naming these priorities hopefully encourages focus and identification, much of the work that lies behind them is already taking place in churches, schools and communities across our Diocese.

Purpose and Priorities of the Diocesan Board of Finance (DBF)

The Diocesan Board of Finance (DBF) is a Company Limited by Guarantee and a registered charity. Its chairman and vice chairman are elected by its members and the membership is coterminous with the Diocesan Synod. The DBF is led by the Diocesan Secretary, who is also its company secretary and treasurer and is also secretary to the Diocesan Synod and to the Bishop’s Council.

Our work as the DBF team is built around our commitment to create and nurture a culture in which our skills, gifts and expertise are used to serve churches and communities across the Diocese and beyond.

Our key strategic priorities are:

1. **To live out the Diocesan vision of Renewing Hope by focusing our resources in the 3 priorities for growth:**
 - Developing discipleship and evangelism.
 - Encouraging dynamic and collaborative leadership.
 - Transforming lives and communities.
2. **To establish a sustainable future by;**
 - Re-imagining patterns of ministry.
 - Identifying new sources of income and promoting stewardship across the Diocese.
 - Investing in change.
3. **To transform our ways of working by;**

- Working collaboratively at all levels, and through partnerships. Reimagining the most appropriate units as centres of mission: benefice, deanery and other groupings, to enable local decision making and resourcing.
- Participating, influencing, and connecting regionally, nationally and internationally.
- Adjusting our ways of working and actively contributing to a net zero carbon future.
- Being agile in a changing context: testing and learning from experience, being willing to change and be open to new ideas and concepts.
- Making the church a safe and welcoming place for all.

Renewing Hope through rural ministry and mission

Large rural multi-parish benefices need particular skills, and small congregations may not have sufficient numbers of people to do all the necessary jobs. Yet clergy in the countryside have always had an incarnational ministry and continue to be an important focus in their communities. Rural Church has a unique dynamic, deeply rooted in the wider community.

We want to continue investing in identifying, nurturing and training rural Church leaders who, working with local congregations, will take hold of mission opportunities and move Church into growth – in numbers, depth and impact.

The strategic importance of our rural communities and this rural ministry and mission strategy was recognised in 2017 when the Diocese was awarded £1.4m over 4.5 years from the Strategic Investment Board of Archbishop’s Council for our project *Renewing Hope through Rural Ministry and Mission*.



The project builds on the commitment and enthusiasm for the principles underpinning the Diocesan vision *Renewing Hope: Pray, Serve Grow*. It is designed to identify, enthuse and equip rural leaders of the future and to resource those who already now minister in rural contexts.

We have appointed a programme manager and team members. Twice yearly residentials for 70 rural incumbents, led by the suffragan bishops, are very successful.

Schools, Further and Higher Education

Children and young people are a major part of our life and work in the Diocese.

Of the 340 Schools in the geographical area, 194 are Church Schools, and 95 of these are academies. 16% of all Church of England primary and middle schools are in the Diocese of Salisbury.



In all, over 43,000 children in the Diocese attend church schools. Many schools, in all sectors, are outstanding.

There are the major campus of Bournemouth University and Further Education Colleges across the Diocese. There are also 18 independent schools, most having Church of England foundations and most with resident chaplains. In just about every parish we also have strong links with State schools. We have developed excellent work through worship, Open the Book and a variety of community activities. As we seek to strengthen the voices of children and young people in all of our work, the development of Community Hubs is a new initiative in which young people engage with church, school and partner organisations to address issues of concern.

The closest possible links between the whole Diocese and the Diocesan Board of Education are worked out at many levels and in diverse ways. The leadership team of the Board of Finance and Board of Education work together on common priorities and seek to build a collaborative culture.

Eco Church

Through Bishop Nicholas' national role as lead Bishop on the Environment for the wider church and through our Diocesan work with A Rocha and Eco Church, the Environment is a key area of engagement for our parishes and our Bishops. Most recently, our Diocesan Synod joined Bristol's in being the first to declare a climate emergency.



Engagement with civic authorities

The Diocese has developed strong links with local government and with the three major local/unitary authorities (Wiltshire, Dorset and Poole) in connection with matters of social justice, community cohesion, schools and non-statutory work with children and young people.

Other links include those with the NHS Trusts, the police, probation service and prisons.

Sudan and other links



There has been an important link with the Episcopal Church of Sudan and South Sudan for over 45 years. Through it, one of the poorest and most divided parts of Africa has a big impact on us, teaching us especially about the vitality of the Gospel.

We also have enlivening links with the French Roman Catholic Diocese of Évreux and with the Evangelical Lutheran Church of Latvia.

Promoting a Safer Church

Making our churches and church schools safer places for everyone is a reflection of God's love for each one of us in our care for each other, particularly for children and those who are vulnerable. As such, it is an outworking of the Gospel that we embrace as an integral part of all that we do. It is a non-negotiable requirement that all licensed and authorised ministers and parochial office holders undertake the training

required of them. We are fortunate to have excellent Diocesan Safeguarding Advisers and a pro-active Diocesan Safeguarding Management Group.

Church buildings

87% of the church buildings in this Diocese are listed as Grades I, II* or II, representing a major privilege of heritage, but also a major burden of expense which has often to be borne by relatively small parishes or benefices. Nevertheless, the standard of repair and maintenance is generally high. Because of this heritage, many of the efforts of parish clergy and laity have to be devoted to the buildings, leaving diminished resources in the parishes for other forms of ministry and mission.

Salisbury Cathedral

The present cathedral was built in the early thirteenth century. It holds one of the four earliest copies of Magna Carta. Salisbury's liturgy became known throughout Europe. In the century after the Reformation, the Anglicanism developed in Salisbury valued scholarship and drew on the Christian authority of Scripture, Tradition and Reason. The cathedral engaged intelligently in the debates of the day. This has left the Church with a model of holiness in which the parish priest was pastor of the whole community.



As well as being a busy Diocesan centre, the cathedral has an iconic status within the national life of Church and society. It is currently developing a fresh sense of purpose and renewed objectives with the launch of its latest strategic plan and a leadership team, clergy and lay, many of whom have roles within the Diocesan structures.

Finances

The financial position of the Diocese is reasonably strong due to historical assets, but we are currently facing an ongoing operating deficit of £1-2m per annum. We have developed a 5 year financial framework to eliminate the deficit by 2025. Like all parts of the church and wider society, we are engaged in managing the risks associated with the Coronavirus pandemic and likely economic uncertainty into the future.

Parish contributions before the pandemic were on average just below 98% of what was requested. Expected receipts for 2020 and 2021 are 85-90% of the requested amounts. We are growing new approaches to income generation, to generous giving and continue to manage our historic assets with a focus on enabling mission and ministry into the future.

General terms of employment

Probationary Period	There is a 6-month probationary period during which the progress and development of the post holder will be reviewed prior to confirmation of employment.
Salary	The salary will be in the region of £36,000. The DBF also offers a 15% pension contribution, which may rise by a further 3% if matched, by a 3% contribution from the employee.
Hours of Work	The DBF operates on a 35-hour normal working week. The post is likely, however, to require flexibility in the distribution of hours worked including weekends and evenings from time to time.
Holidays	Annual Leave is 24 days. There are also two office closure days at Christmas and two at Easter in addition to the public holidays at these times. The office is also closed on all other Statutory and Public Bank Holidays.
Location	The Diocese has offices in Salisbury and near Blandford. Your normal place of work will be Salisbury, but you will be expected to be flexible in your working location.
Travel	You are expected to hold a valid driving licence and comprehensive insurance when using your own vehicle on Diocesan business. Travel expenses are paid up to an agreed limit on the Diocesan scale.
Car Loan	Car loan facilities are available through the Churches' Mutual Credit Union Ltd.

Application process

Please follow the link to the Pathways recruitment site and complete the application form online:
<https://pathways.churchofengland.org/job/pathways/2114/giving-adviser>

If you have any queries about the application process please contact Sally Finn at
hadmin@salisbury.anglican.org

The closing date for applications is **noon Monday 1st February 2021**

Interview date to be confirmed.