

Role	
Position	Church Engagement Manager – major partnerships
Reports to	Head of Advocacy & Church Engagement
Contract terms	Full time, permanent.
Purpose	
<p>Motivated by Jesus, Tearfund encourages Kiwis to fight poverty and injustice worldwide. We believe in answering God's call to feed the hungry, clothe the needy, care for widows and orphans, and stand up for the poor and oppressed. Tearfund exists to embody this gospel and follow Christ's example in the darkest corners of our planet.</p> <p>Tearfund primarily relies on Kiwis' financial generosity to support development projects led by local partners who work in places that are facing issues of poverty, scarcity, disempowerment and injustice. Our work encompasses modern slavery, child development, farming, enterprise, and humanitarian response.</p> <p>As a Christian organization, Tearfund places a special emphasis on engaging with the church. We believe that local churches, wherever they are in the world, embark on a lifelong journey when they actively respond to the brokenness in our world, following Jesus' example. This transformative journey impacts both individuals and communities.</p> <p>We recognize the unique role of the church and have a dedicated Church Engagement Team that builds meaningful and lasting financial partnerships between Tearfund and churches in New Zealand. Our focus is on engaging with church leaders and teams to acquire and retain these partnerships through personal relationship-building and project-based activities.</p> <p>The Engagement Manager for Major Partnerships role within the Church Engagement Team has responsibility for driving acquisition and retention of high-value church partnerships through developing and implementing strategies to attract new partnerships, promoting Child Sponsorship as a premium product, and securing major giving partnerships.</p> <p>This role builds relationships with church leaders, stewards existing partnerships, and develops individualized journeys for high-value partners. They ensure appropriate engagement with priority churches, encourage participation in campaigns and events, and manage data within the CRM system.</p>	
Key Responsibility Areas	
<p>Acquisition (45%)</p> <ul style="list-style-type: none"> ▪ Develop and implement a plan to attract new high-value church partnerships via one-to-one relationship building and engagement. Contribute towards the development of new major partnership acquisition opportunities in the form of projects or events. ▪ Actively promote Child Sponsorship as the premium partnership product for churches with Tearfund and develop and implement effective fundraising asks for a variety of engagement channels to secure major and multi-year giving partnerships. ▪ Build relationships with leaders and pastors of key denominations and church movements at a national level and actively participate in and contribute towards partnership acquisition activities including international trips to visit Tearfund's partners with prospects and church-based events. ▪ Ensure prospects are identified and prioritized based on their potential to give and strength of interest in Tearfund's causes. <p>Retention (40%)</p> <ul style="list-style-type: none"> ▪ Steward a nation-wide portfolio of Tearfund's mid and major church partners to maintain and develop mutually impactful financial partnerships. ▪ Listen and think creatively about how partnerships can be strengthened and develop individualized journeys for high value church partnerships to transition them between the gift levels. ▪ Drive opportunities to provide unique connections for supporters and the work they are funding, in collaboration with internal stakeholders and overseas partners ▪ Regularly speak at the services of high value church partners. ▪ Ensure regular and appropriate engagement with priority churches, including regional travel for face-to-face meetings, in-person and online fundraising events, phone and video calls, as well as email and postal correspondence ▪ Encourage church partners to participate in other campaigns, appeals and events from Tearfund. 	

Data Management (10%):

- Maintain church and supporter information within CRM system on meetings, outcomes, interest, partnerships etc.
- Regularly report on progress towards KPIs and key targets and work with Supporter Insights Specialist to identify high value strategic opportunities within Tearfund's existing database
- Ensure all gifts are processed accordingly, reporting monthly and quarterly to management.

Strategy & Development (5%)

- Participate in the development of Tearfund's Church Engagement strategy
- Participate in the planning and scoping of new church-based acquisition and fundraising projects, initiatives and events to widen the supporter base and increase income
- Collaborate with other teams to maximise opportunities to engage churches in Tearfund's work and to strengthen fundraising outcomes

General:

- Work collaboratively with peers towards shared vision.
- Support Tearfund's Mission and Core Values
- Abide by all Health and Safety, and Child Protection regulations and policies

Relationships

Internal	MFED Department, Programmes, Fin Ops
External	Pastors, Church and denominational leaders, leaders at Christian organisations
Direct reports	NA

Competencies

Technical competencies:

1. **Relationship building:**
 - Existing networks across the Christian community in North Island particularly Auckland
 - Exceptional interpersonal and relationship-building skills to establish trust and credibility with Christian leaders and pastors
 - Portfolio Management
2. **Sales / Fundraising:**
 - the ability to progress relationships to decision making and action.
 - Ability to 'close' an ask
 - Tactical approach to fundraising
 - Software skills (Excel, Outlook, CRM)

General competencies:

1. **Organisation**
 - Strong organisational and administrative skills
 - Ability to work within budget constraints and manage financial recording.
 - Excellent prioritisation, time management and logistical skills
 - Strong time and priority management
 - Ability to work unsupervised from home or in the office
2. **Communication:**
 - Excellent oral and written communication skills to effectively articulate Tearfund's mission
 - Excellent communication ability and experience
 - Confident in networking and public speaking
 - Ability to write a theologically sound sermon / presentation for a church audience.
 - Good phone manner
3. **Personal competencies:**
 - High capacity and energised by a busy, externally-focused role
 - Strong sense of ownership and accountability for driving the success of this role
 - Energised by targets & KPIs

<ul style="list-style-type: none"> ▫ Thrives under pressure ▫ Flexibility and willingness to work collaboratively ▫ Problem-solving ability ▫ Positive and respectful interactions externally and internally 	
Experience	
Essential	Relational fundraising Experience with relationship and/or account management Public speaking – delivering inspiring messages and calls to action CRM
Desirable	Sales skills and experience Experience in a Christian Church leadership or ministry role.
Qualifications	
Essential	Tertiary qualifications, drivers license
Desirable	Relevant tertiary qualifications – fundraising, sales
Work environment requirements	
Essential	A strong commitment to Tearfund’s Christian ethos and values. Ability to travel regularly in the region Upper north island based Speaking twice monthly Be on fundraising tours / engagement trips for 2-3 nights away from home Mix of Home-based office and Tearfund office
Key Performance Measures - How do you know you are successful in your role?	
Goals and KPIs are defined and agreed upon annually and could include: <ul style="list-style-type: none"> ▪ Number of face-to-face and phone meetings ▪ Number of bespoke asks made via various channels ▪ Number of regional visits ▪ Number of speaking opportunities in churches per month ▪ Number of donor type changes up the pyramid ▪ Number of regular and/or multi-year financial commitments secured ▪ Number of church sponsorship partnerships secured ▪ Number of first-time givers or reactivated lapsed donors ▪ Number of sponsorship signups 	