

Head of Supporter Relations

Join the team





Who we are

Since 1988, Care for the Family has sought to promote strong family life and help those who face family difficulties.

We focus primarily on the following areas of family life: couple relationships, parenting and bereavement. Our aim is to be accessible to every family whatever their circumstances and to create resources and support that are preventative, evidence-based and easy to apply.

We are motivated by Christian compassion and love and are committed to supporting families of all faiths or none, with quality services and resources.



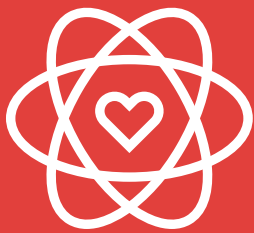
Our Mission

We exist to strengthen and support family life.



Our Vision

That all families will be able to find support during challenging times, and encouragement in the good times.



Our Values

We will seek to act:

- with generosity of spirit
- with vulnerability
- by honouring the least



Our Approach

The focus of our work is:

- with adults
- universally accessible
- evidence-based

Employment Ethos

Care for the Family is a Christian organisation and for some roles there is an occupational requirement for the post holder to be able to demonstrate a commitment to the Christian faith. If there is such a requirement it will be included in the job description. Where this is the case, prospective staff will be asked to confirm that they assent to our statement of faith, which is a summary of the Nicene Creed.

How our work helps

Each year, over



70,000

people

access Care for the
Family services



During 2022,



90

new facilitators

were trained who are now fully
licensed and equipped to run
the *Time Out for Parents* courses.

Each year



50

**single parent
families**

are given a week-long
adventure holiday to strengthen
their family.

We reach over



16,000

people

a year through our
live events all over
the UK.

Several hundred parenting
courses were run by licensed
facilitators, reaching over



2,000

parents

across the UK.

Our teams produce over



100

resources

each year to support families
whatever they are going
through.

Through our befriending
service



100s

of individuals

are supported each year,
providing unique peer-to-peer
support from trained befrienders.

Context

Care for the Family was formed in 1988 and currently has over 70,000 supporters. Often their families have grown up with Care for the Family books and DVDs on their shelves, and many have had the opportunity of hearing our inspiring communicators at live events as Care for the Family has toured the UK. The organisation has also developed specialist projects to help those in challenging circumstances – those parenting alone or coping with the loss of a child – as well as training and equipping thousands of others to provide much-needed support on parenting, marriage and bereavement, to families in their own communities. Our work is motivated by Christian compassion and we work extensively through the church, both gathered and scattered, although our resources and support are available to everyone, of any faith or none.

Our supporters are more than donors, they are a crucial part of the work we do: indeed we describe them as Partners. We are passionate about ensuring our Partners feel connected, engaged, inspired and committed to strengthening family life in the UK. We want to give our current Partners the best experience of Care for the Family.

We also recognise that any interaction with a service-user is potentially the start of a journey that leads to the recruitment and long-term retention of a valued regular donor. Our customer service experience, therefore, needs to be second to none, whether we are selling an event ticket or sensitively taking a phone call from a newly bereaved parent.

We work extensively with churches, parachurch organisations, schools, and statutory agencies – in fact anywhere where family life is supported. We have a small team geographically dispersed throughout the UK to develop these networks and to increase and deepen our reach into communities where prospective beneficiaries can be found. We also equip volunteers and professionals by promoting and delivering accredited training programmes which enables them to run courses locally for their own service users.

As the next generation of couples and parents emerges (Gen Z), Care for the Family is keen to ensure that it remains relevant to the widest possible audience with which it can develop significant and enduring, mutually beneficial, relationships. While this will obviously involve new practices, it will also entail new strategy, new thinking, and new ways of understanding and engaging with parents, couples, families and networks.

As a charity, the range of relationships we establish and sustain is diverse. We are motivated to reach 'the many' while at the same time it is important to us that 'the few' and even 'the one' know that they matter, and that we are here for them.

Job Description

Job title: Head of Supporter Relations

Introduction

Care for the Family is a charity that exists to strengthen families. As an organisation our vision has always been to not only provide help and support in the tough times, but to help families put down strong roots in the good times that will help them weather life's storms if and when they arise. We offer courses, events and resources to promote and support thriving family life as well as preventive care and networks to assist families through crises and prevent relational break-down. We also operate specialist initiatives such as our national befriending support, helping families who face the most challenging circumstances including those parenting children with additional needs or coping with the loss of a child. Whilst our current services already reach over 70,000 people each year, we believe we could be doing more to grow and deepen our productive relationships with the charity's amazing supporters and service users. We are driven to increase our reach and make greater impact in supporting and strengthening family life in the UK's 19.4 million families.

Care for the Family is now seeking to appoint a Head of Supporter Relations to a newly created position responsible for deepening supporter relationships, extending our networks, and delivering our accredited training courses. This requires a visionary – passionate about our mission and excited to see more families receive help in times of need.

The Head of Supporter Relations will bring the strategic focus and operational expertise to Care for the Family's customer service, supporter and network engagement activities. The role leads a team whose scope includes customer service functions, network development, and community training.

We need someone with the experience and gifts to know how to build effective and productive relationships – with individuals, churches, statutory sector institutions – together with providing sensitive, professional-level care and service to our supporters and clients. Finally, we need a leader, who will bring their personality, management gifts, and culture-forming energies into our brilliant team.



Role Description

Hours:	Full-time – 37 hours per week
Location:	Care for the Family, Tovey House, Newport, NP10 8BA (Relocation package available)
Duration:	Permanent
Reports to:	Finance & Operations Director
Salary:	£38,000 – £50,000 per annum

In order to develop and maximise the opportunity from new individual and organisational relationships, Care for the Family is appointing a Head of Supporter Relations. This post will be responsible for contributing to and assessing our relationship strategies, overseeing the operational delivery of these strategies, and providing strong organisational and team leadership within a setting of achieving measurable results.

This is a varied and multi-faceted role, offering unlimited potential to make a difference and deliver your unique contribution as part of a passionate team of department leaders, in which collaboration, compromise and creativity are indispensable.

Care for the Family's Head of Supporter Relations must be a:

Strategic Leader

- We are looking for someone who will think strategically, and lead others in a manner that brings purpose, energy and focus. You will have an appetite to bring about change that will deliver measurable improvements to what we do and how we do it

Astute Leader

- We are looking for a leader who will connect the big picture and the detail. You will bring wisdom in organisational resource allocation and will take a judicious approach to identifying, pursuing and maximising the potential of the right leads and opportunities
- You will be a credible communicator, able to articulate why, when and how the charity should engage, in a context of finite resources and endless opportunities. You will be motivated to measure, evaluate and continuously improve your teams' performance in generating awareness, interest and engagement





- Alongside other senior managers, creating and sustaining the culture of the organisation, setting the right attitude to necessary change, whilst maintaining the highest standards of leadership, effectiveness, stewardship and efficiency

Relationship Developer

- Bringing leadership, initiative, clarity of purpose, and where necessary change, to achieve effective return on investment of our time and resources. In particular, relating to our team of dedicated networkers, as they establish and maintain strong relationships with churches, supporters, statutory authorities and other organisations, with the intention of identifying, strengthening and extending the charity's strategic external relationships
- Representing the charity at external events and connecting with key stakeholders and donors to build and maintain authentic relationships



Operations Professional

- Deriving and delivering on key relationship performance indicators that ensure the operation of a healthy and effective department
- Designing and implementing transformative approaches to managing supporter contact in order to provide efficient and compassionate care, while maximising and facilitating opportunities for further engagement
- Developing and increasing the user base of our popular accredited parenting training across multiple sectors and audience groups
- Maintaining effective systems and processes that make use of technology and reduce unnecessary costs or use of time
- Managing and directing the departmental budget, ensuring that all activities are financially viable and delivering return on investment

Supportive and Effective Manager

- Working closely with the Executive team and leading a department of approximately fourteen colleagues (c. 10 FTE) you will play an important role in the ongoing leadership of Care for the Family
- Assisting peers with delivering their areas of responsibility in a collaborative manner
- Communicating financial and other results and key performance indicators to direct reports, other senior managers and the Executive

Person Specification

Essential

- First and foremost be an individual of outstanding character, demonstrating core attributes of integrity, commitment, reliability, patience & kindness
- You'll be an excellent communicator, relating well to people from a wide variety of backgrounds and cultures. You'll be at ease communicating family-building values and principles in a philanthropic context, both to large audiences and one-to-one
- You are a committed Christian, are actively engaged in a local church, and are comfortable in applying your faith to your areas of expertise
- You have a track record of strong and credible leadership in being able to pull people together across functions and motivate them to deliver common aims and targets.
- You can demonstrate experience and ability to deliver complex projects on time, within budget and to the quality required
- Designing and delivering outstanding customer and user experiences
- Possess excellent attention to detail and analytical skills
- Be a self-initiator, self-disciplined and innovative
- Be reflective and self-critical
- Be prepared to travel where required to achieve objectives



Desirable

- Managing and leading staff at various levels within an organisation, including remote management of a geographically diverse team
- Planning, proposing and overseeing budgets and the effective deployment of finite resources and time
- Understanding and interpreting data insights to establish meaningful targets, drive decision-making and produce performance improvements
- Leading or operating in a goal-oriented sales or donor fundraising environment
- Speaking on public platforms, to camera, or to media outlets
- Church leadership and being able to relate to the challenges faced by leaders of churches, church networks and faith-based organisations
- Experience of overcoming the challenges faced by public and third sector contacts who may seek out the support of Care for the Family (for example, local authorities, education professionals, prison chaplains etc.)

Important

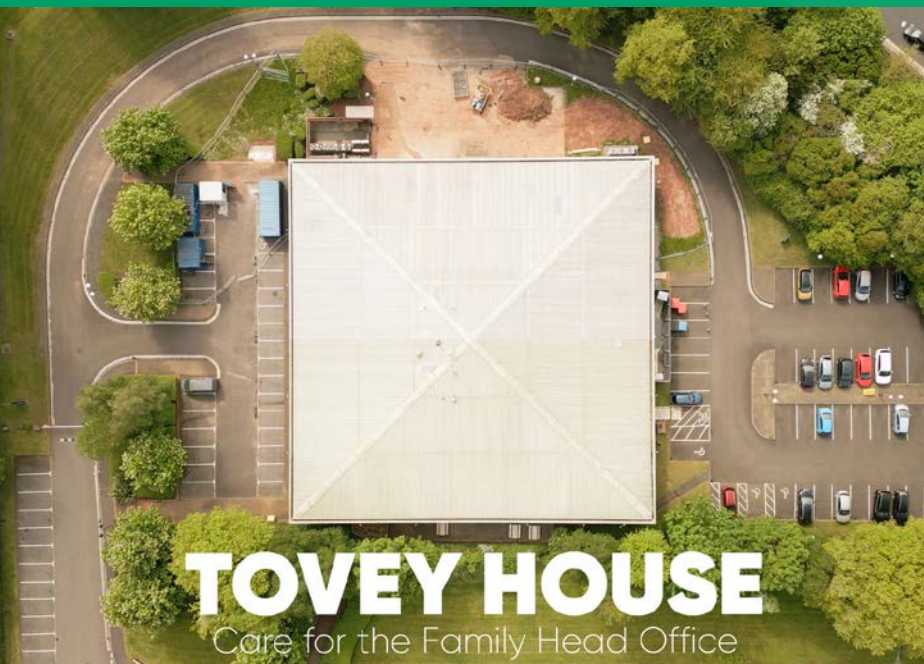
Nobody is perfect! You don't need to have experience in every area listed. We'd love to hear from you if you possess a combination of some of these areas.

We want to reflect the diversity of the communities we serve. Therefore, while of course we welcome all applications from interested and suitably experienced people, we would particularly welcome applicants from UK minority ethnic backgrounds and other under-represented groups.

Additional Notes

Due to the nature of the role and the organisation, along with regular involvement in prayer meetings and discussions on related topics, we believe that this post is subject to an occupational requirement that the holder be a practising Christian under Part 1 of Schedule 9 of the Equality Act 2010. The role holder will additionally need to confirm that they agree with the Statement of Faith of Care for the Family.





Want to know what
life is like at Care for the
Family?

Have a watch of our
introductory video:



Life at Tovey House

Relationship is at the heart of everything that we do. For that reason, we place a high value on working together collaboratively in our Newport office. Just moments from the M4 and A48, Tovey House provides a purpose-built, comfortable, modern and welcoming environment.

We are just a few miles from Cardiff, and 45 minutes from Bristol. Tovey House underwent a complete renovation in 2019, creating an attractive office space with room for collaboration and hosting events. We have ample free parking, and a hotel, pub and coffee shop a 5-minute walk away.



Why work at Care for the Family?

- ✓ The knowledge that you are part of a team making a difference to family life in our nation, and beyond.
- ✓ 5 weeks annual leave (pro rata) rising to 6 weeks after 2 years' service, plus bank holidays.
- ✓ 10% non-contributory employer personal pension scheme.
- ✓ Security for your loved ones through company life insurance to the value of three times your annual salary.
- ✓ Family-friendly culture (the doors are locked at 6pm!) and policies including enhanced maternity pay.
- ✓ Secure, free parking for all employees - taking some of the stress and cost out of getting to work.
- ✓ Bottomless free tea and Fairtrade 'Kingdom Coffee' available all day.
- ✓ Prayer meetings twice weekly, as well as a dedicated prayer space in our Tovey House office.
- ✓ Staff conferences and events to build relationships, equip and encourage.
- ✓ Access to an Employee Assistance Programme and a variety of staff wellbeing groups.



**STAFF DEVELOPMENT
THE BIRKMAN METHOD**

At Care for the Family, we use a self-assessment tool called The Birkman Method.

We use Birkman to help increase awareness of ourselves and others and improve communication and relationships. Birkman has been used all over the world for 65 years to develop leaders, improve teamwork, and help us gain insight into our usual style, interests, needs and stress behaviours.

If you are selected for interview you will be asked to complete a Birkman questionnaire online. This is useful to us as it helps to paint a comprehensive picture of an individual's personality and motivations.

Care for the Family is a Christian initiative to strengthen family life, offering support to everyone.
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Registered office: Tovey House, Cleppa Park, Newport, NP10 8BA.

