



# SPUC APPLICATION PACK

## Telemarketing & Fundraising Officer



Society for the **Protection**  
of Unborn Children



[www.spuc.org.uk](http://www.spuc.org.uk)

# WELCOME NOTE FROM THE CEO

Dear Candidate,

Thank you for your interest in working for our organisation.

We hope that this application pack helps to inform your decision about applying for a key role at the Society for the Protection of Unborn Children (SPUC).

At SPUC we are united in pursuit of a single vision: a world where abortion is unthinkable.

The SPUC team brings together a growing professional staff, an organised network of grassroots activists, and thousands of members and supporters nationwide.

Together we are leading the fight for the unborn in our political institutions, we are bringing the truth about abortion to the public through our communications, and we are building a new pro-life generation through our extensive educational activities.

The SPUC team continues to lead the way in the most pressing struggle for justice of our age and that is why our staff are a top priority.

Every member of staff plays a crucial role in our ambitious programme of work. I am personally dedicated, with my senior leadership team, to helping you to achieve your full potential in your professional and personal life.

At SPUC we have the spirit of "Going the Extra Mile" for unborn children and for all those affected by the horror of abortion.

Despite the stresses and strains that inevitably accompany working for the pro-life cause, we have the great consolation of knowing that our efforts are helping to save countless innocent, defenceless and irreplaceable lives. What can be a greater reward than that?

We face an enormous challenge, but we are proud to have a staff dedicated to fighting for the rights of all unborn children. We are confident that we expend our efforts in the cause of truth and justice.

If you have the skills, energy and passion to deliver justice for unborn children, then we look forward to hearing from you.

**To apply for this role, please send a CV and covering letter explaining your suitability for the role.**

Together we will be a voice for the unborn, and a voice for justice.



A handwritten signature in black ink that reads "John Deighan".

John Deighan, *Chief Executive Officer*

# OUR VISION, MISSION AND VALUES

## OUR VISION

At SPUC we are all united by a simple and straightforward vision: a world where abortion is unthinkable.

This is the vision that inspires everything we do and guides every decision we make.

We want to see a world in which every unborn baby is welcomed, cherished and protected and in which every mother and father receives the help and support they need.

## OUR MISSION

SPUC offers a serious and wide range of activities, leading the campaign to protect the rights of unborn children.

## OUR ACTIVITIES

- Political lobbying at Westminster, Holyrood, Cardiff and Stormont, putting pressure on our politicians to uphold the rights of unborn children.
- Education and youth activity which is forming a new pro-life generation through activities from primary to university level.
- Cutting edge medical and bioethical research, to advance and strengthen the pro-life cause in academia and the professions.
- Communication of the pro-life message to the general public through electronic and print media.
- Public witness, to educate and form the general public.
- Creating film and drama to communicate the pro-life message in innovative and engaging ways.

## OUR VALUES

The following values were identified by SPUC staff as representing the character and ethos of our organisation. They clearly express who we are as individuals and as an organisation.

- Justice: promoting justice for the unborn.
- Caring: providing care and support to those threatened or harmed by abortion.
- Professional: displaying the highest professional standards in all our relations with our beneficiaries, supporters and with each other.
- Leadership: leading and empowering others to defend the right to life with confidence and clarity.
- Truth: defending and sharing the truth.
- Integrity: living and working with integrity.

# OUR ORGANISATION AND OUR AIMS

The Society for the Protection of Unborn Children (SPUC) is a grassroots organisation, which campaigns to secure the rights of unborn children. We were founded in 1967 due to the threat to life of the unborn posed by the Abortion Act which was then progressing through Parliament. Since the passage of the act we have expanded the scope of our work and now seek to secure the rights of unborn children through activities in a wide variety of fields.

## THE PRINCIPAL AIMS AND OBJECTS OF THE SOCIETY ARE:

- To affirm, defend and promote the existence and value of human life from the moment of conception until natural death.
- To defend and protect human life generally and in particular, whether born or unborn (although principally the latter) and wheresoever situate (although principally in Great Britain and Northern Ireland, the Isle of Man, the Channel Islands, the Republic of Ireland and Europe).
- To reassert the principle laid down in the “Declaration of the Rights of the Child” (1959) that “the child, by reason of his physical and mental immaturity, needs special safeguards and care, including appropriate legal protection, before as well as after birth.”
- To defend, assist and promote the life and welfare of mothers during pregnancy and of their children from the time of conception up to, during and after birth.

The Society employs around 45 members of staff (in full-time and part-time roles), working from offices in London, Glasgow, Belfast, Preston and Stockton-on-Tees.

We are supported by more than 15,000 members nationwide, and have more than 50 volunteer branches in towns and cities across the UK.

Expanding our grassroots presence is a major priority for us over the next few years. Our ambitious goal is to have a SPUC branch in every parliamentary constituency to fight for the rights of unborn children.



# TELEMARKETING & FUNDRAISING OFFICER

**DEPARTMENT:** Fundraising

**HOURS:** FULL TIME. 2 days p/w to be from 12 to 8pm.  
We are also open to part-time applicants.

**LOCATION:** Home based with occasional visits to the Preston office.

**SALARY:** £25,000 (or part-time, pro-rata)

## **JOB OVERVIEW:**

You will be the team leader of a group of in-house telemarketers, inspiring them to achieve fundraising goals and support the organization's mission.

This role involves overseeing the daily internal telemarketing operations, providing guidance and support to telemarketing staff, ensuring the team meets key performance indicators.

The ideal candidate will have strong leadership skills, a proven track record in telemarketing or fundraising, and a passion for making a positive impact through non-profit work.

In addition, the role will support the Fundraising Manager with various administrative tasks detailed below. These will be in the area of: Major Donors, Trust Applications, Legacies, Direct Mail, the SPUC Newsletter and Reporting.

## **KEY RESPONSIBILITIES:**

### **TELEMARKETING**

#### **1. Team Leadership:**

- Supervise and motivate a team of telemarketers to achieve fundraising / campaign targets.
- Provide ongoing training and development opportunities to enhance the team's skills.
- Foster a positive, competitive, and collaborative team culture that aligns with SPUC's values.
- Regular in-person and Zoom meetings with the team and individually.
- Embrace and train-in new technological innovations.

#### **2. Performance Management:**

- Set clear performance expectations and KPIs for telemarketing staff in agreement with Head of Fundraising.
- Conduct weekly one-to-ones and regular performance reviews with team, and provide constructive feedback to team members.
- Implement performance improvement plans when necessary.

### **3. Campaign Management:**

- Plan and coordinate telemarketing campaigns in collaboration with the fundraising team.
- Monitor campaign progress and make real-time adjustments to optimize performance.
- Collate individual, team and campaign statistics.
- Produce thank you letters for internal fulfilment.
- Ensure that the team is well-versed in the details of each campaign and can effectively communicate them to potential donors.
- Liaise with external telemarketing agencies to collate and compare results.
- Liaise with SPUC internal fulfilment regarding all requirements.

### **4. Quality Assurance:**

- Monitor and evaluate telemarketing calls to ensure compliance with scripts and ethical fundraising practices.
- Provide coaching and training to address any areas of improvement identified during quality assessments.

### **5. Stakeholder Communication:**

- Communicate with donors and address any escalated concerns or inquiries.

### **6. Housekeeping:**

- Liaise with head of fundraising and payroll regarding staff working hours, ensuring staff keep accurate records.
- Where relevant, ensure that labour costs and staff time are within budget.

### **7. Miscellaneous:**

- Calling donors and other stakeholders with the team to support their work.
- Training the team and onboarding new staff.
- Answering calls from SPUC supporters and members of the public.
- Leading in recruitment of team members and volunteers.
- Any other telemarketing tasks reasonably required by the Head of Fundraising.

## **MAJOR DONORS**

- Collating wealth screening and other donor-specific research stats for Fundraising Manager.
- Calling all £500 - £1000 donors to say thank you.
- Research for proposals for MDs.

## **TRUST APPLICATIONS**

- Background research for follow up reports for existing trust donations – including tracking expenditure and ROI by key measurables.
- Background research for proposals for new trust applications to SMT.

## **LEGACY ADMINISTRATION**

- Contacting legacy enquirers (UK)
- Passing on details of the above to lawyers (Scotland)

## **ADDITIONAL FUNDRAISING ADMIN TASKS**

- Writing low-level / small amounts of copy (e.g., acknowledgment letters).
- Replying to donor emails (i.e., copy-paste from templates in response to typical correspondence received).
- Running the various reports (e.g., during email campaigns, the running and collating of material from the RSM portal).
- Collating the figures for dashboard & Exec / Council meetings & maintaining spreadsheet.
- Tidying up minutes (e.g., from briefings regarding DMs).
- Sourcing resources (e.g., pictures from other staff members).
- Research for SPUC Alive.

## **KEY PERFORMANCE INDICATORS (KPIs):**

**See also the *POSITION CONTRACT***

### **1. Donation Conversion Rate:**

Percentage of successful conversions from calls to donations.

### **2. Average Donation Value:**

The average monetary value of donations secured by the team.

### **3. Call Quality and Compliance:**

Percentage of calls meeting quality standards and ethical fundraising guidelines.

### **4. Campaign Success Rate:**

Percentage of campaigns meeting or exceeding fundraising goals.

### **5. Team Productivity:**

Number of calls made per team member per day.

## **WORKING CONDITIONS:**

- Remote working, with occasional requirement to attend Preston or other locations.
- May require evening or weekend hours during peak campaign periods.

## **APPLICATION PROCESS**

To apply, please contact Rob Collins at: [robertcollins@spuc.org.uk](mailto:robertcollins@spuc.org.uk)