



# Digital Giving Adviser September 2025



DIOCESE OF  
**Bath & Wells**

Living and telling the story of Jesus



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## Dear applicant

Thank you for your interest in the post of Digital Giving Adviser.

We hope you find the application pack provides all the information you need in order to consider your candidature for this post. If, however, you have any further questions please initially contact Human Resources.

If you would like an informal conversation about the post you are welcome to contact Natalie Wainwright, Lead Giving and Funding Adviser via email [natalie.wainwright@bathwells.anglican.org](mailto:natalie.wainwright@bathwells.anglican.org)

The key dates for the appointment process are on the following page. Should you decide to apply for this post we look forward to receiving your application and wish you well. Details on how to apply are at the end of this pack.

### Contact details

Human Resources - Enita Andrews, HR Manager

Phone: 01749 685113

Email: [recruitment@bathwells.anglican.org](mailto:recruitment@bathwells.anglican.org)



# Application details

## Shortlisting

To ensure the fairness of the selection process, shortlisting will be based upon the information which you provide in your application and assumptions will not be made about your experience or skills. We will look for demonstrable evidence that you meet the criteria set out in the person specification. After shortlisting we strive to contact all those who have applied to advise of the outcome; if after 3 weeks from the closing date you have not heard from us, please do contact the HR team. A copy of our privacy policy for job applicants can be downloaded from our website.

## Interviews

Interviews will take place at Flourish House in Wells on Thursday 2 October 2025.

Further details regarding the selection process will be communicated at the time applicants are invited for interview.

## Safeguarding

We are committed to the safeguarding and protection of all children, young people and adults, and the care and nurture of children within our church communities. We will carefully select, train and support all those with any responsibility within the Church, in line with Safer Recruitment principles. This means that we will:

- Ensure that our recruitment and selection processes are inclusive, fair, consistent and transparent.
- Take all reasonable steps to prevent those who might harm children or adults from taking up, in our churches, positions of respect, responsibility or authority where they are trusted by others.
- Adhere to safer recruitment legislation, guidance and standards.

Further information can be found in our Safeguarding Policy available on the diocesan website.





## The Diocese of Bath and Wells

The Diocese of Bath and Wells broadly encompasses the historic county of Somerset, extending to include a small part of the county of Dorset. It is a diverse region with more than 500 settlements across the county, many of them small and rural which account for 43% of the population. Although two thirds of Somerset is rural, more than half the population lives in urban areas.

The diocese loves and serves in the region of 1,000,000 people who live here through its family of 466 parishes and 182 church schools and more than 170 chaplaincies. This family works for the good of local communities in a range of practical and pastoral ways, caring for the vulnerable, supporting families and encouraging children and young people.

The Bishop of Bath and Wells has overall responsibility for the diocese. He is assisted by a suffragan bishop, the Bishop of Taunton (currently in vacancy).

There are three archdeacons in our diocese, serving the archdeaconries of Bath, Wells and Taunton. There are 160 stipendiary clergy posts, 42 self-supporting licensed clergy and 210 licensed Readers.

Everything the diocese does is underpinned by prayer and worship and we are driven by our vision that: 'In response to God's immense love for us, we seek to be God's people, living and telling the story of Jesus.' We seek to live this story as disciples of Jesus Christ in the world and to tell it, both in sharing the good news and by the way in which our lives speak about Him.



## Living and telling the story of Jesus

Our vision and strategy speaks to the story of Jesus; his life, teaching and work, his death and resurrection; the story which is the context of our faith and the content of our message. In the Diocese of Bath and Wells we strive to be a growing church. We are committed to witnessing and to living out the Gospel of Jesus as we seek to transform and be at the heart of our local communities, bringing love and care for our neighbours, and service to those in need.

We are working together to achieve this by:

- Valuing and cherishing the people and resources we already have
- Developing new Christian worshipping communities
- Sharing in leadership and ministry
- Deepening and growing faith





## About the role

The Digital Giving Adviser has a crucial role to play in enabling churches to become more financially sustainable, helping them to adopt new digital solutions that make regular and one-off giving easy.

In some parishes, income has been impacted by a decline in the size of the local worshipping community, a lack of wider community engagement, the cost of living crisis and a slow recovery following church closures during lockdown, including a reduction in plate collections as people switch from use of cash to card payments. Meanwhile, the cost of heating, lighting and maintaining historic church buildings, alongside the increased cost of ministry, has presented a significant challenge to our local church leadership teams.

We are looking for someone who understands what is possible, can be innovative and help give realistic confidence to others. We know that the work of the Giving and Funding Team is much valued by parishes and are looking forward to welcoming a colleague who will help build the capacity of the team to respond to the most common digital giving enquiries, whilst investing in the skills of local volunteers.

The Digital Giving Adviser will work closely with two Local Giving Advisers, overseen by the Lead Giving & Funding Adviser and will be supported by a central administrative team. The post sits within the Deanery & Parish Support Team, a broad team dedicated to supporting and resourcing parishes and deaneries as they explore what it means to follow Jesus as individuals and churches.

We want to ensure that parishes right across the large geographical area of the diocese are able to access the support that they need before, during and after the adoption of new digital giving tools. In some instances this will involve working in partnership with the National Digital Giving Team to resolve issues.



## About the role

This role can be challenging but also very rewarding, because it can make a real and visible difference on the ground. Around the diocese there are churches that have embraced new giving tools, having initially been unsure. We want more churches to realise these same benefits and this role is crucial to the success of a wider roll out of digital giving tools.

Further information regarding our approach to giving and stewardship can be found on our website here:

<https://www.bathandwells.org.uk/parish-support/Giving-and-Funding/>





## Job description

### Our Vision

In response to God's immense love for us, we seek to be God's people, living and telling the story of Jesus. As the people of God across our diocese we seek to grow churches and transform communities through our different areas of strategy. All roles within the support services teams work together to bring about this vision.

### Key purpose of the post:

- To support Bath and Wells parishes in embracing and implementing digital giving tools to strengthen their financial sustainability and grow a culture of generosity. This includes offering practical guidance on contactless and online giving methods, running a digital giving helpdesk, and helping parishes make the most of their free "A Church Near You" page in order to communicate their impact and inspire generous giving.

### Location:

Primarily remote, with a requirement to attend occasional meetings in the Diocesan Office, and to travel across the diocese

### Reporting to:

Lead Giving and Funding Adviser

### Wider team:

Deanery and Parish Support Team, within the Mission Support and Ministry Development Team



## Main responsibilities

Below are the outcomes expected from this post and guidance on the parameters. Specific objectives, in line with the intended outcomes and given parameters, will be agreed with your Line Manager at your 6-monthly Reviews.

### Outcome: Churches are well equipped to introduce and make the most of digital giving mechanisms

- Provide tailored support, advice and guidance to parishes on implementing and managing contactless devices, QR codes, and online giving platforms.
- Conduct mobile signal surveys in parishes reliant upon mobile connectivity and explore appropriate SIM providers for those parishes.
- Deliver one-to-one and, ideally, group training sessions on setting up and optimising digital giving tools.

### Outcome: Churches are able to resolve difficulties with digital giving mechanisms so that neither confidence nor income is lost

- Operate a responsive 'Help Desk' support service for parishes needing guidance with digital giving setup and troubleshooting.
- Signpost to a curated suite of self-help guides, FAQs, and video tutorials.
- Collect common queries to inform updates to training materials and resources by other members of the Giving and Funding Team.

### Outcome: Churches are able to make good use of A Church Near You to minimise the costs of web presence and maximise connection, impact and income

- Work with Communications Team colleagues to support parishes in using ACNY, to showcase the impact of their ministry and mission.
- Provide practical advice on linking digital giving tools to ACNY pages.

### Outcome: There is a growing network of people to support and champion digital giving as a part of growing a culture of generosity

- Gather inspiring examples of successful digital giving initiatives for wider sharing by diocesan colleagues.
- Identify potential local digital champions to address future digital giving challenges and promote self-help.

# Main responsibilities

## Outcome: Relevant data is available to inform the planning of support to parishes

- Collate data on parish engagement, needs, and digital trends in consultation with the Lead Giving and Funding Adviser, to inform wider reporting

## Wider responsibilities:

- Connect with national and regional colleagues, under the direction of the Lead Giving and Funding Adviser, to develop and apply best practice.
- Support the giving team to promote giving and generosity across the diocese
- Additional duties, commensurate with the role, may be required, in agreement with the Lead Giving and Funding Adviser.

## Summary list of key colleagues to work with on these outcomes:

- Lead Giving and Funding Adviser
- Local Giving Advisers
- Deanery and Parish Support Team
- Flourish House Receptionist
- Communications Team members
- Local church leaders, especially churchwardens, treasurers and incumbents.





# Person specification

## Essential

- Ability to grasp new technologies with ease.
- Ability to tailor approach to different audiences, particularly those with varying technical capability and confidence.
- Ability to manage conflicting demands and prioritise accordingly.
- Strong interpersonal and communication skills, with a service-oriented mindset.
- Confident using websites, email platforms, and online publishing tools.
- Able to travel independently and efficiently within the diocese and work occasional evenings/weekends.

## Desirable

- Awareness, and ideally experience, of the digital fundraising methods available to charities (training will be provided)
- Experience providing helpdesk support.
- Experience using, or supporting others to use, “A Church Near You” - free website for Church of England churches.
- Experience delivering training (online or in-person).
- Some knowledge of church life and structures, preferably within the Church of England.



## Terms and conditions

### Hours of work

21 hours per week. Exact hours to be agreed with appointed person.

### Salary

£24,862 - £26,104 per annum, pro rata (actual salary based on 21 hrs £14,502 -£15,227 pa). Salary dependant on skills and experience.

### Term

Permanent role

### Pension

The pension scheme is administered by the Church of England Pension Board. The DBF will contribute 10% of the employee's pensionable salary and the employee may choose to make an additional voluntary contribution of any proportion of their pensionable salary.

### Holiday

25 days per calendar year plus bank holidays, pro rata. The holiday year runs from 1 January to 31 December. Additional discretionary days may be given at Christmas and Easter.

### Expenses

All reasonable working expenses, including mileage for travel, will be met at the agreed Diocesan rate.

### Probation

The post will be subject to a six month probationary period



## How to apply

Please apply for this post submit your CV to our [online recruitment platform](#):

Enita Andrews

HR Manager

The Diocese of Bath and Wells

Flourish House

Cathedral Park

Wells BA5 1FD

Email: [recruitment@bathwells.anglican.org](mailto:recruitment@bathwells.anglican.org) | Tel: 01749 685113

The closing date for applications is Sunday 21 September 2025.

Interviews will take place on Thursday 2 October 2025 in Wells.

This appointment is subject to proof of the right to residency in the UK under UK Visa and Immigration regulations.





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