



Job Description -

DEVELOPMENT MANAGER

PURPOSE

Working closely with the Directors and as a member of AsiaLink's leadership team, you will help strengthen the organisation's effectiveness, sustainability and capacity for growth. You will play a leading role in digital growth, reporting and organisational systems, whilst also contributing to areas such as communications, administration and strategic decision-making. Ultimately, you will be at the heart of ensuring the charity is well equipped to fulfil its mission of making Jesus known in Asia.

This role combines strategic thinking with practical implementation. You will work collaboratively with colleagues and external consultants to improve systems, evaluate performance, strengthen supporter journeys and identify opportunities for growth. In doing so, you will help ensure AsiaLink remains healthy, resilient and increasingly effective in mobilising prayer, people and resources for the work of the gospel.

This role has been designed as a leadership development opportunity and offers significant scope for growth over time. For the right individual, it could provide a pathway into a more senior leadership position within AsiaLink.

DETAILS

Job Title: Development Manager

Reports to: Directors

Location: Hybrid: Northwich (Cheshire) or Ballyclare (Northern Ireland)

Working Pattern: Typically, two days per week in either office, with a degree of flexibility. Some travel will be required.

Hours: Full-time

Salary: £36,000 per annum

Contract: Permanent

Benefits:

- 5 weeks annual leave plus bank holiday allowance
- 8% employer pension contribution
- Flexible working arrangements by agreement
- Ongoing training and development opportunities
- Employee assistance programme

POSITION WITHIN ASIALINK

As a member of the leadership team, you will work alongside the Directors and Communications & Engagement Manager, contributing positively to organisational planning, leadership discussions and the development of AsiaLink's culture and future direction. You will have particular responsibility for developing the systems, processes, insights and organisational capacity needed to support sustainable growth.

Working closely with colleagues and external partners, you will help ensure that supporter engagement, fundraising activity, church engagement and organisational operations are increasingly effective, measurable and aligned with AsiaLink's mission.

MAIN RESPONSIBILITIES

Organisational Development & Growth

- Lead the implementation of digital growth initiatives, working alongside colleagues and external consultants.
- Monitor and evaluate fundraising campaigns, supporter engagement activity and organisational performance.
- Support the development and evaluation of fundraising activity, helping to improve supporter acquisition, retention and engagement
- Analyse data and provide recommendations which improve effectiveness, supporter retention and growth.
- Support the development and optimisation of supporter journeys, ensuring supporters are encouraged to engage more deeply with the work of AsiaLink.
- Help identify new opportunities for growth, innovation and organisational development.
- Produce regular reports, analysis and recommendations for the leadership team.

CRM, Data & Systems

- Take ownership of CRM management, helping to ensure supporter data is used effectively to strengthen engagement, decision-making and organisational growth.
- Work alongside colleagues and external specialists to improve reporting, automation, segmentation and supporter journeys.
- Help embed good practice in the use of organisational systems and technology.
- Provide oversight of organisational data quality and reporting frameworks.

Governance, Administration & Compliance

- Support the Directors in ensuring effective governance processes and compliance requirements are maintained.
- Coordinate administrative and financial reporting processes across the organisation.
- Help ensure policies, procedures and internal systems remain suitable and effective.
- Contribute to risk management processes and organisational planning.

Finance & Performance

- Monitor organisational performance against agreed objectives.
- Evaluate campaigns and initiatives, ensuring that resources are invested effectively.
- Support financial planning, forecasting and reporting, along with budget implementation.

Strategic Leadership & People Development

- Participate actively as a member of the leadership team, contributing to strategic planning conversations and wider organisational decision-making.
- Work collaboratively with colleagues to ensure that organisational growth, supporter engagement and communications activity remain aligned.
- Build strong working relationships across all teams and functions.
- Contribute to the ongoing development of AsiaLink's vision, mission and culture.
- Support the Directors in developing staff, volunteers and organisational capacity.
- Contribute to appraisals, staff development and succession planning processes.
- Help foster a healthy, collaborative and mission-focused staff culture.

Additional opportunities are dependent on individual skills and organisational need, but may include content writing, public speaking opportunities, youth engagement, travel to Asia and leadership of short-term teams.

PERSON SPECIFICATION

Skill	Essential	Desirable
A committed Christian who is in agreement with AsiaLink's statement of faith and able to contribute to the spiritual life of the organisation.	Y	
Ability to balance strategic thinking with practical implementation.	Y	
Strong organisational, administrative, communication and interpersonal skills.	Y	
Ability to analyse data and use insight to improve performance.	Y	
Experience of working with a CRM system or strong confidence in learning new database and information management systems.	Y	
Experience of managing projects, systems, programmes or organisational processes.	Y	
Ability to build positive relationships with colleagues, supporters, churches and external partners.	Y	
High levels of initiative and self-motivation.	Y	
Strong attention to detail and a commitment to accuracy.	Y	
Ability to manage multiple priorities and work effectively under changing circumstances.	Y	
Enthusiasm for AsiaLink's vision to reach Asia with the gospel.	Y	
Experience working in a charity, church, or missionary environment.		Y
Experience of reporting, analytics or performance evaluation.		Y
Experience supporting fundraising, supporter engagement or digital growth initiatives.		Y
Understanding of charity governance, compliance or organisational development processes.		Y
Experience managing recruitment or people-related processes.		Y
Familiarity with project management tools and systems.		Y
Understanding of cross-cultural ministry and international partnerships.		Y
Knowledge of the UK Christian sector.		Y

We recognise that strong candidates may not meet every aspect of the person specification. If you are adaptable, motivated, eager to learn, and believe your experience and potential would enable you to grow into the role, we would welcome your application.

This post carries a Genuine Occupational Requirement to be a committed Christian who agrees with the organisation's statement of faith. It is also subject to satisfactory references.

Statement of faith: <https://www.asialink.org/about-us/who-we-are>

HOW TO APPLY

To apply: Submit your CV and a covering letter explaining your suitability for the role to jobs@asialink.org

Closing date: Sunday 15th November 2026 (early applications encouraged)

Interviews: Week commencing 30th November 2026

Start date: 1st February 2027 or as soon as possible

The successful applicant must have the right to work in the UK and hold a valid UK passport. A valid driving license and use of your own vehicle will be highly beneficial (mileage allowance paid).