

**1 POST DETAILS**

<b>JOB TITLE</b>	<b>Digital Communications and Marketing Manager</b>
<b>LOCATION</b>	<b>Oxford &amp; Home based</b>
<b>REPORTS TO</b>	<b>Chief Operating Officer</b>
<b>HOURS</b>	<b>Full Time; 37.5 hours per week</b>

**A Genuine Occupational Requirement applies to this role:**

As a result of our Christian ethos, this post is covered by a Genuine Occupational Requirement (GOR) under the Equality Act 2010. The successful applicant will be expected to be a practising Christian and to clearly demonstrate a personal commitment to the mission, principles, values, and practices of the Trust.

**2 KEY PURPOSE OF ROLE**

- 2.1** To amplify the content and message of the organisation's speaking team and key ministry initiatives across digital and traditional marketing channels. This position should think strategically and tactically to ensure the right content gets to the right audience.
- 2.2** To shape and elevate the organisation's brand image and reputation, and to develop comprehensive communications plans that reach our target audiences, donors and press across multiple channels.
- 2.3** Lead the Media, Marketing and Communications in the production of compelling campaigns, media products and storytelling that contribute to the organisation's mission and brand identity.
- 2.4** Implement the vision and objectives of the organisational leadership team through media, marketing, and communications.
- 2.5** Take an active part in the devotional life in the organisation.

**3 CORE DUTIES AND RESPONSIBILITIES (INCLUDING METRICS AND BUDGET RESPONSIBILITIES)**

- 3.1** Manage marketing campaigns and projects for key ministry initiatives.
- 3.2** Recruit, manage and develop Editor and Producer ensuring efficient workload and bringing in external contractors when required.
- 3.3** Define and develop the communications and marketing strategy for the organisation in consultation with the senior leadership team.
- 3.4** Raise the profile and brand of the organisation and its speakers through strategic communication campaigns.
- 3.5** Proactively manage PR engagement and risk, advising SLT and consulting with them in the production of PR products.

- 3.6** Manage the organisation's websites, ensuring that they are well-maintained, up to date and reflect the activities of the organisation.
- 3.7** Manage external contractors ensuring accountability.
- 3.8** Define project requirements tracking key deliverables for key initiatives and campaigns, working with other staff to ensure successful delivery of media, marketing, and communications components.
- 3.9** Provide a leadership role in the execution of planning, analysis, coordination, process improvement, and reporting activities to improve overall media and marketing department and project efficiencies and to keep projects on schedule and budget.
- 3.10** Project Manager communications strategies to broaden the organisations reach through inspiring campaigns. Responsibilities include continually monitoring, reviewing, and reporting on campaign effectiveness metrics. Responsible to define and implement new relevant campaigns as needed.
- 3.11** Define and implement a content strategy supporting the organisations marketing plan. Liaise with external editors, graphic designers and production companies as needed to accomplish this strategy.
- 3.12** Convene editorial meetings with speaking team and development to ensure that ministry outputs are aligned and optimised for multiple audiences, including donors and other stakeholders.
- 3.13** Develop the organisation's presence online and develop strategy to increase engagement with digital materials. Responsibilities include overseeing all our websites and social media channels (including but not limited to Twitter, Facebook, Instagram, LinkedIn, and YouTube). Develop strategy and provide active editorial oversight of content prepared and shared for social media and website channels.
- 3.14** Work alongside the speakers to ensure we are responding to and providing thought leadership on culturally relevant topics.
- 3.15** Work with the Fundraising team to develop a strategy for donor communications, including the creation and delivery of the e-newsletter and other important development communication pieces.
- 3.16** Ensure a consistent use of the organisational brand internally and externally and act as an internal brand consultant as needed. Responsibilities include acting as a brand guardian to ensure all creative outputs are developed in line with the organisational brand positioning and guidelines and are approved through the appropriate channels.
- 3.17** Provide guidance, direction & oversight of branded media projects.
- 3.18** Ensure that the organisation's digital media library is well organised and maintained.
- 3.19** Other duties as and when may be required to support the activities of the organisation.

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## **4 JOB DIMENSIONS**

### **4.1 External Responsibilities**

- 4.1.1. Responsible for the management of all marketing, media, and digital communications output – includes overseeing external contractors, and extensive liaison with external service providers related to field, negotiation of service contracts and service delivery.
- 4.1.2. Manage PR engagement and risk – includes active monitoring of the press, engaging with external experts where required.
- 4.1.3. Development and guardianship of brand.

### **4.2 Internal Responsibilities**

- 4.2.1. Strategic direction and planning for marketing and external public communications for the organisation.
- 4.2.2. Manage all key media projects and communications campaigns for the organisation.
- 4.2.3. Working closely with Fundraising team to enhance information and to attract supporter, grant and donor funding.
- 4.2.4. Budget responsibility for the media, marketing, and communications budget.

**4.3 Team:** Reports into COO, recruitment and management of an Editor and a Producer role x2 roles.

### **4.4 Key Relationships:**

- 4.4.1. Internal – COO and CEO (strategic direction setting), Development Director (Fundraising) (content to ensure attract and inform supporters), Speakers and Educators (liaison re video and audio content for organisational use live and recorded), Project Manager (communication in support of projects, events digital and in person)
- 4.4.2. External – mainstream and faith-based media contacts (publishing opportunities, media interviews), external contractors and service providers to support communications work and offering, will include technical direction of services, individuals and parties commissioning and audience, potential new donors to organisation.

### **4.5 Decision Making:**

- 4.5.1. Strategic decision making for marketing, media, and communications departments. Determines digital strategy that informs marketing and content plans, and the activities that derive from these.
- 4.5.2. Responsibility for the visual identity for the organisation, ensuring the brand is upheld across all media and marketing outputs, and that these are produced to a high standard.
- 4.5.3. Together with the speaking team, developing a content strategy that fulfills the mission of the organization and aligns with key objectives.

- 4.5.4. Together with the project team, conceiving the media assets, delivery, and overall production of speaking events; shaping events in line with needs of inviting parties.
- 4.5.5. Contribution to future shape of organisational evangelistic opportunities.
- 4.5.6. Budgetary: Marketing, media and communications budget which includes funds for contractual services and media expertise, marketing campaigns, website development, digital advertising, and promotion, (media equipment and hardware), production and travel costs; assists with setting costings for training/speaking delivery.
- 4.5.7. Rebranding project 90k excluding remunerative costs – consultancy/website.
- 4.6** **Travel:** Travel required for location-based events, interviews and for other content-gathering purposes, where a producer is required to oversee video, audio and photographic production by an in-house team or out-sourced contractors.

## **5 PERSONAL ATTRIBUTES REQUIRED (KNOW HOW) (COMPETENCIES, CAPABILITIES AND VALUES):**

- 5.1 Degree level academic qualification or equivalent.
- 5.2 Significant experience in a similar role, with time in a management or supervisory role.
- 5.3 Ability to work under pressure, on multiple tasks and to deadlines.
- 5.4 Demonstrated ability to lead and develop a team.
- 5.5 A “Connector” able to link people, ideas, and resources around a common objective.
- 5.6 Excellent written and verbal communication skills, including strong negotiation skills.
- 5.7 Highly organised and flexible.
- 5.8 Socially confident and outgoing.
- 5.9 High level of technical ability around social media, websites, intranets, and other digital platforms.
- 5.10 Versatile with strong visual communication skills across a range of media.
- 5.11 Proven ability to combine creative and critical thinking to conceive compelling stories and data visualisations across multiple mediums.
- 5.12 Experience across a range of media including Digital, Print, TV and/or Radio.
- 5.13 Self-motivated and able to work on own initiative.
- 5.14 Ability to think strategically and technically, adjust seamlessly to shifting priorities, influence key decision makers, and to thrive in a collaborative and entrepreneurial business environment.

- 5.15 Must agree with and committed to upholding the OCCA The Oxford Centre for Christian Apologetics' Statement of Faith and Statement of Values, as well as its stated Mission and Vision.