

JOB DESCRIPTION

Digital Communications Coordinator

- JOB TITLE:** Digital Communications Coordinator, HowWillTheyHear Campaign
- PLACE OF WORK:** Cambridge, UK. Some home working may be possible.
- HOURS OF WORK:** 37.5 hours per week. Some flexibility will be required and could include occasional weekend or evening working; time off in lieu is allowed.
- HOLIDAY:** 25 working days allowed annually, plus all statutory Bank Holidays, Christmas Eve, and the three days between Christmas and New Year.
- SALARY:** £21,000 pa
- PENSION:** Serving In Mission will include the post holder in the charity's Defined Contribution Pension scheme and will contribute 5% of salary. The charity will also match personal pension contributions into the scheme up to an additional 2.5%. (If the employee contributes 2.5%, then Serving In Mission will contribute a total of 7.5% of salary). From 6th April 2019, employees must contribute at least 1%. This is in line with Auto-enrolment pension legislation.
- CONTRACT:** The role is a fixed-term contract to 31st December 2020, with the possibility of further extension.
- REPORTING TO:** HowWillTheyHear Campaign Team Coordinator

About Serving In Mission

Serving In Mission (SIM UK) is part of a global gospel community of mission members and partners co-operating in multicultural gospel ministry. Our purpose is to make disciples of the Lord Jesus Christ by crossing barriers locally and globally to proclaim the crucified and risen Christ, expressing his love and compassion, working together with churches to fulfill Christ's commission in communities where he is least known.

About HowWillTheyHear

SIM UK is one of nine international mission agencies who have collaborated to form the HowWillTheyHear Migrant Ministry Campaign, which was officially launched in February 2018. The campaign aims to respond collectively to the call of churches in Europe for more people equipped to go and make disciples among migrants and refugees, and to engage the worldwide church in prayer.

The Campaign has a Steering Group and three Working Groups made up of representatives from each partner. The Campaign staff team comprises a Migrant Ministries Coordinator, Lead Mobiliser and the Digital Communications Coordinator. A part-time Campaign Team Coordinator is currently being appointed.

This Digital Communications role is an exciting opportunity to inform, inspire and involve individual Christians and churches in responding to the gospel needs of migrants and refugees in Europe.

ETHOS

Serving In Mission is a community of God's people committed to Biblical truth and convinced that no one should live and die without hearing the gospel. We therefore believe that God has called us to speak Christ's message and show Christ's love and compassion in communities where Jesus is least known.

The contracted individual is therefore required:

- to have a personal knowledge of Jesus Christ as Lord;
- to be in good standing with their local evangelical church, thus being in fellowship with the world-wide Christian family;
- to participate in daily Christian prayer meetings;
- to sign their full agreement with the SIM Commitment Statement;
- to have a belief that our powerful God loves to answer the prayers of his people and provides for the needs of his mission as we seek first his kingdom in obedience to everything Jesus taught.

PURPOSE OF THE ROLE & SUMMARY OF RESPONSIBILITIES

Make a significant strategic contribution to the promotion of HowWillTheyHear's vision and strategy to raise awareness, prayer, resources and workers for gospel ministry amongst migrants in Europe.

- Inform, motivate and encourage Christians to pray, give and go in the service of God in his mission to make disciples amongst migrant peoples in Europe.
- Inform, motivate and encourage churches to engage in cross-cultural mission, so they can pray, send people, and reach out with the gospel to migrant communities.
- To use the full range of appropriate tools and techniques in communicating gospel ministry and stories, including website, social media and video.

DUTIES AND RESPONSIBILITIES

Whilst it's highly likely that no two days will be the same, you will be responsible for a number of regular tasks in the areas of **content creation, developing online communities** and **coordination** with HowWillTheyHear partners:

Story & Prayer Content

- Gather up-to-date stories and prayer needs from ministry and agency partners
- Write and edit story and prayer content for website/ social media/ emails.

Campaigns

- Plan and implement different types of focused campaign, chiefly online, to raise awareness and engagement with HowWillTheyHear
- Produce reports at the end of each campaign series which analyse reader behaviour, clicks and actions

Social media

- Daily posts scheduled on Twitter, Facebook and Instagram which all link back to the website.
- 10:14 / Advent / Lent / Refugee Week campaigns (creation, advertising and implementation)
- Increase relevant follower count on all platforms (paid / organic posts)
- Produce short reports after paid promotions, analysing cost-effectiveness

Website

- Maintain, update and continually improve the website. Work with the existing host to ensure problems are resolved
- Analyse visitor traffic and clicks
- Manage translation of website content into German, Arabic, Spanish and French
- Liaise with Lead Mobiliser on mission opportunities (MOs) to be uploaded

Emails

- Produce monthly 10:14 prayer emails for supporters
- Produce monthly digital campaign updates for partner organisations, gathering content from Campaign team colleagues.
- Analyse open rates and clicks
- Manage general @howwilltheyhear email queries and act as a backstop for mobilisation enquiries or website comments

Promotional Resources

- Ensure appropriate and sufficient resources for events, campaign packs etc.
- Coordinate content and production of the annual printed and online 10:14 prayer guide.
- Work with staff from partner organisations to produce short promotional videos

Comms Working Group

- Organise regular online meetings of the HWTH Comms Working Group
- Engage Campaign partners in contributing to and using HWTH materials
- Coordinate implementation of Working Group tasks by Campaign partners

Events & Conferences

- In collaboration with other HowWillTheyHear staff: plan, budget and promote HWTH presence at events/conferences
- Attend occasional conferences, e.g. Refugee Highway Partnership, to network with organisations and ministries focused on refugee or migrant mission

Reporting

- Update Case for Support documents required for Trust applications made by Steering Group
- Produce annual updates for supporters

PERSON SPECIFICATION**Essential***Ethos*

- Fully committed to SIM's mission, 'Statement of Faith' and Christian ethos, and therefore evangelical in conviction, active in local church membership, and personally serving in God's mission locally and globally.

Ministry related

- Passionate about gospel proclamation, particularly to peoples which are currently unreached with the gospel
- Understands digital media communication issues in a Christian mission context
- Experienced in digital communications
- Able to develop content suitable for a wide range of audiences, inspiring and informing through the stories told
- Able to work with a range of contemporary media, including websites, social media and video-broadcasting platforms
- Fluent spoken and written English

Personal qualities

- Energetic, creative and proactive person able to realise agreed vision
- Excellent written communication skills, to a variety of audiences
- Experience of cross-cultural communication
- Able to work in a small team but also independently
- Formal training/qualification in digital communication, or appropriate experience

Desirable

- Overseas ministry experience
- Video production/editing experience
- Web design capabilities
- Graphic design capabilities (integrating graphics and content)
- Availability for occasional overseas travel
- Intermediate German or French language skills

Closing date for applications: Monday 24th February 2020

Provisional interview dates: Wednesday 4th or Thursday 5th March

If you have any questions before applying for the role, please contact Rachel MacInnes:
mobilisation@howwilltheyhear.net