

Communications Officer

Communications Department

Job Description and Person Specification



Appointment:	Permanent
Contractual Hours:	Full-time (40 hours per week)
FTE:	1
Salary Range:	£27,445 to £32,218
Department:	Communications
Reporting To:	Head of Communications
Location:	LCM Head Office (175 Tower Bridge Road, London SE1 2AH)

About us

At London City Mission (LCM) we are passionate about sharing the love of God and the good news of Jesus Christ with the least reached in London, and to do this in partnership with churches.

To help us do that, we have developed a set of values which shape the way we work and relate with each other:

Rooted in Christ

We are prayerfully dedicated to doing God's will and living in His way, according to His word

Christ-Like Love

We look not to our own interests but to the interest of others because we are united as brothers and sisters in Christ

God Glorifying Excellence

We pursue the best that we can to glorify God and serve each other in all we do

Spirit-Inspired Perseverance and Courage

Standing firm, pushing through, paying the price for the sake of Christ and the gospel

Overall Purpose of the Role:

There are 2.5 million people in London who don't have a Christian friend. No one to tell them about Jesus. London City Mission is passionate about partnering with churches to see more of the least reached people in London hear about the life changing message of the gospel.

To help us achieve our ambitious strategy we are looking for a Communications Officer who will support the rest of the Communications Team and other colleagues to:

- **Envision** the church in London to reach out to the least reached communities around them, to see more people come to know Jesus and give their lives to him
- **Introduce** Christians and churches with a heart for the gospel and the least-reached people to the work of London City Mission
- **Inspire** churches and individual supporters to continue to partner with us in this mission to the least reached in our city.

The Communications Officer will:

- Be passionate about and skilled in producing and sharing content with a range of audiences in a way that generates engagement and response.
- Have a strategic understanding of, and be experienced and proactive in, using digital platforms (e.g. social media and website) to communicate creatively and effectively with audiences
- Deliver effective and efficient marketing and communications processes and campaigns
- Be confident in advising missionaries on their communications

The Communications Officer has a key role in marketing and delivering communications to a range of Christian stakeholders to envision and equip the Church for mission and evangelism to the least reached communities of London. It is therefore necessary that the post holder be an evangelical Christian so that the communications they put out reflect the beliefs of the Mission and to engage effectively with churches.

Summary of Main Responsibilities:

The post holder will have relevant experience in communications and marketing that will enable them to support the team with a variety of projects bringing an innovative and problem-solving approach to everything they work on.

- Work with the Content Manager and Content Creator who source stories and content from across the Mission then take the lead in sharing this across LCM's various communications channels (blog, supporter magazines, prayer resources, newsletters, website)
- Prioritise, plan, implement and evaluate a range of marketing and communication campaigns, projects and activities to support LCM's strategic goals
- Manage LCM's various social media and digital platforms (Websites, Facebook, Instagram, Twitter, YouTube, Google AdWords etc), including seeking opportunities to maximise the impact of these channels, proactively and reactively posting content, monitoring spend on advertising and reporting on the performance of campaigns
- Create develop, implement and evaluate prayer campaigns
- Provide communications advice and support for missionaries with their personal support including prayer letters, personal support materials etc
- Write copy and produce visual content for a variety of campaigns, publications and platforms for current supporters and new audiences to engage with
- Proofread, fact check, and copyedit content to be shared internally and to external audiences. This includes working with colleagues from other departments who will provide theological editing for content
- Support the development of a brand toolkit for use across the organisation, to include (but not restricted to) poster templates, leaflet templates, PowerPoint template, signs, proposals, folders, pitch documentation, etc.
- Think creatively about their work and participate in, and facilitate/lead when asked, creative thinking within the team, and with other departments as required
- Liaise with suppliers and printers for different projects to ensure good service and value-for-money
- Assist the Communications Team with any other activities as required

- Fully participate in the prayer, worship and fellowship life of LCM, including corporate prayer events and conferences involving Christian worship, prayer and fellowship, as well as weekly departmental times of prayer and worship.

Expected Standards

- Employees are expected to fully participate in the spiritual life of the Organisation including attending the annual Week of Prayer, monthly Team Days and weekly/daily staff prayer meetings
- Employees also have a duty to take due care of their own Health and Safety and that of others in their working environment
- Ensure compliance with General Data Protection Regulation principles and practice and all other LCM policies and procedures.

Key External Relationships:

- The Communications Officer will be responsible for briefing and liaising with external suppliers on specific projects

Key Internal Relationships:

- As part of the Communications Team, the Communications Officer reports to the Head of Communications but will work very closely with the Content Manager and Communications Assistant, depending on the projects they are working on at any one time
- The post-holder will fully participate and engage in team meetings and times of prayer
- It is essential that the post-holder builds strong working relationships with colleagues across LCM, both in the office and on the field

Person Specification

Qualifications and Experience

Essential

- At least 1 year of experience in a communications or marketing role (ideally with churches or church-based charities), delivering a range of integrated marketing and communications initiatives to communicate with and engage different audiences
- Experience of branding principles and techniques and how to apply these in communications and marketing work
- Record of working proactively using own initiative to identify opportunities to deliver, add value, and make improvements
- Experience of prioritising work and meeting deadlines, with well-developed time management skills
- Excellent written and verbal communication experience, with the proven ability to write and produce engaging communications for a range of channels and audiences.
- Good experience of producing visual and creative design work
- Experience of evaluating communications or marketing activities and using the findings to proactively introduce improvements to how things are done
- A good understanding and experience with using Adobe Creative Cloud and other creative & design platforms
- A practising, evangelical Christian

Desirable

- Educated to degree level or equivalent qualification
- Marketing qualification (CIM or equivalent)
- Experienced with photography and videography
- Website experience (including a working knowledge of SEO and website CMS systems)

Key competencies:

- Can articulate a clear Christian faith commitment and provide a positive spiritual input to the team and wider LCM
- Proactively uses own initiative - for example to spot and take compelling content and to communicate it in a way that has most impact
- Excellent campaign, process planning and organising skills, with excellent attention to detail
- Creative and innovative approach to communication but combined with clear focus on delivering quality marketing and communications activity and outcomes to time and budget
- A good team player who works collaboratively with others in the Communications team and with colleagues across LCM
- Excellent interpersonal skills with the ability to build and manage effective relationships with a variety of stakeholders, both internal (Mission Field and Head Office) and external
- Builds rapport and engagement and inspires others (including field staff) to do things – such as to provide draft content or make input to content or communication initiatives
- Prioritises work and meets deadlines, applying well-developed time management skills
- Flexible approach, skilled at working in a fast-paced environment and juggling multiple priorities and competing demands, adapts quickly and positively to changing priorities and demands
- Creative and innovative approach to communication and storytelling, with ability to use creative techniques and to facilitate others to be creative when approaching projects
- Audience focussed in approach and experienced in tailoring messages to specific audiences
- Solution orientated with a proactive and ‘can do’ attitude and servant-heart
- Motivation to deliver an excellent service to support the success of the Mission
- Desire to learn and develop professionally and takes steps to develop skills and keep knowledge up to date

Location and travel

This role is a full-time position based at London City Mission’s head office. From time to time, the Communications Officer will need to visit various ministries in the field across London and attend LCM events.

This job description and person specification are not exhaustive and do not form part of a contract of employment.

OCCUPATIONAL REQUIREMENT (OR)

Communications Officer

When an Occupational Requirement for a position is appropriate employees are required to agree with, and sign, the London City Mission Statement of Faith and Conduct.

The Communications Officer is responsible for marketing and delivering LCM communications to a range of Christian stakeholders. In order to do this with integrity they must have a good

understanding of and belief in the gospel message that is central to all we do, and the church audience that we engage with.

It is essential that the post holder be an evangelical Christian so that they can fully participate in the spiritual life of the Mission, understand the audiences we are communicating with, and ensure that communications are developed in such a way as to reflect the biblical beliefs and values of the Mission.

On the basis of the above factors we consider there is a prima facie case for an OR that this person is an evangelical Christian.