

Content Manager
Communications Department
Job Description and Person Specification



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| Appointment: | Permanent |
| Contractual Hours: | Full-time (40 hours per week) |
| FTE: | 1 |
| Salary Range: | £29,831 to £35,795 |
| 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 Content Manager who will manage the creation and delivery of our content, working with our Communications Team and with colleagues in the wider organisation, to create engaging content 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 Content Manager will:

- Be passionate about and skilled in telling stories that clearly demonstrate the impact and need for gospel sharing to the least reached in London.
- Work collaboratively and cross-functionally with other departments and teams to produce and coordinate excellent communications to a variety of stakeholders, including internally with colleagues and externally with churches and individual Christians.
- Be a key person who will project manage the communications aspects of Fundraising appeals and campaigns aimed to widen and deepen financial support for the Mission and secure a sustainable increase in donations.
- Have a creative flair and ability to facilitate creative thinking in others too

The Content Manager has a key role in managing and driving the development and creation of relevant and compelling content to support the messaging of LCM to a range of Christian stakeholders and 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 content is created in such a way as to reflect the beliefs of the Mission and to engage effectively with churches.

Summary of Main Responsibilities:

LCM

- 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

Communications Team

- Work with the Head of Communications to ensure all content is developed in line with LCM's brand, messaging and objectives.
- Drive and project manage the process of development and timely, efficient and effective delivery of relevant and compelling content and campaigns to meet the needs of LCM. This will include planning, commissioning, editing and compiling publications, such as our quarterly supporter magazine, *Changing London*
- Project manage the communications aspects of campaigns and appeals with other teams, in particular supporting the Fundraising and Supporter Relations Team with their major appeals directed at current and new supporters
- Source and develop stories from across the Mission field to share across LCM's various communications channels (blog, supporter magazines, prayer resources, newsletters, website)
- Write and edit compelling copy for a variety of campaigns, publications and platforms for current supporters and new audiences to engage with
- Research and fact finding, from contemporary and historical sources, for own assignments and to support other members of the Communications Team and colleagues across LCM
- 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.
- Select, brief and project-manage suppliers and freelancers, as appropriate

- Review booklets, leaflets, other printed publicity materials and digital content in light of current practice, propose and organise revisions, new products and write copy
- Work with other departments to develop content that will help support the delivery of LCM's strategy to envision and equip churches to share Jesus with the least reached
- Support the development of a brand toolkit for use across LCM, to include (but not restricted to) poster templates, leaflet templates, PowerPoint template, signs, proposals, folders, pitch documentation, etc.
- Provide support to other departments of the Mission with the implementation of the LCM branding and messaging in their communications as appropriate
- Facilitate creative thinking and ideation in the context of content creation as the Communications Team seeks a creative and innovative approach to communications
- Participate in and lead, when asked, creative thinking within the whole team, and with other departments as required

Line Management

- Plan the workflow of the team and manage the workload and task assignments of team members and external freelancers
- Manage the delivery of targets, research assignments and project-work
- Champion LCM's values and culture within the team
- Hold one-to-one meetings with direct report, ensure clear and relevant objectives are in place and monitor and support progress against these objectives to ensure delivery of quality work consistently
- Provide open and honest feedback about performance in a timely way and conduct annual performance appraisals and reviews in accordance with LCM appraisal lifecycle
- Support the on-going development of their direct report
- Line manage in accordance with LCM policies and procedures
- Provide support in aspects of work and spiritual life where needed
- Provide feedback to freelance suppliers to improve ways of working as well as on the quality of work delivered

Other

- Assist the Head of Communications with any other activities as required

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 Content Manager will manage the day to day working relationships with key suppliers, for example, print & mailing contractors, designers and other freelance creative content creators.

Key Internal Relationships:

- The Content Manager is part of the Communications Team and reports to the Head of Communications

- The Content Manager has one direct report, the Content Creator. Other roles may be added over time as needs require
- He/ she will also manage any volunteers and external consultants who input to the work of the team in developing and delivering content
- The Content Manager will work closely with the Communications Officer and Communications Assistant in order to deliver projects
- 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 head office and on the mission field

Person Specification

Qualifications and Experience

Essential

- At least 2 years of proven experience working in the field of communications (ideally with churches or church-based charities), and ability to demonstrate knowledge of a wide range of communications activities and methods – print publications, media, digital marketing, brand management, events, campaign development etc.
- At least one year of experience with line management, scheduling and managing workflow and managing performance and development
- A good understanding of London, and the theological frameworks and cultures that make up the Church in London
- A strong grasp of the latest and most effective communications techniques and how these can be effectively applied at LCM
- Strong project management skills and ability to manage multiple projects at the same time
- Excellent written communication skills to produce clear, succinct and compelling content that achieves impact
- Excellent editing skills for print and digital publications to ensure quality and accurate content is delivered consistently
- Experience appointing and managing external agency and freelance relationships to get the best service and value-for-money
- Ability to identify and tell powerful stories and case studies for use across our channels
- Excellent attention to detail and proofreading capabilities to ensure work is right first time and copy is final before going to designers
- Ability to analyse data, to draw appropriate conclusions and make clear, relevant and realistic recommendations based on the analysis to improve how we do things
- Confident and experienced in using Adobe Creative Cloud
- High level of skills in using MS Office
- A practising, evangelical Christian

Desirable

- Educated to degree level or equivalent qualification
- Marketing qualification (CIM or equivalent)
- Formal Christian theological training
- Experience with videography and photography and editing software such as Lightroom
- Experience and relationships with various Christian media

Key Competencies

- Can articulate a clear Christian faith commitment and provide a positive spiritual input to the team and wider LCM
- Ability to think strategically – working with colleagues in the Communications Team to develop a shared understanding of what content LCM needs going forward to best meet its strategic objectives and how we should develop our approaches and processes to deliver this
- Creative and innovative approach to communication and storytelling, with ability to facilitate others to think creatively too
- Delivers quality work consistently to time and ensures direct report does too, with the right systems, processes, tools and ways of working in place
- Ability to manage, motivate and influence people to deliver quality work consistently and to give of their best and flourish
- Excellent interpersonal skills with the ability to build and manage relationships with a variety of stakeholders, both internal and external
- Excellent planning and organising skills and attention to detail
- Prioritises own and others work and meets deadlines, applying well-developed process, project, and time management skills
- A good team player who listens to others, collaborates and contributes to the team effort and to the positive working culture
- Proactive and uses own initiative; is solution orientated with a ‘can do’ attitude and servant-heart
- Flexible approach and skilled at working in a fast-paced environment and juggling multiple priorities and competing demands
- Audience focussed in approach and experienced in tailoring messages to specific audiences
- Solution orientated with a proactive and ‘can do’ attitude and servant-heart
- Desire to learn and develop professionally and takes steps to develop own skills and to improve effectiveness

Location and travel

This role is a full-time position based at London City Mission’s head office. From time to time, the Content Manager 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)

Content Manager

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 Content Manager is responsible for managing and developing compelling content and stories that demonstrate the impact of gospel sharing to the least reached in London. 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.