

SOCIAL MEDIA AND FILM OFFICER (Maternity Leave cover)

Thank you for your enquiry about the post of **Social Media and Film Officer (Maternity Leave cover)** at Release International, a Christian Ministry and charity serving with persecuted Christians since 1968.

Please find attached:

- Job Description for Social Media and Film Officer (Maternity cover)
- Person Specification for Social Media and Film Officer (Maternity cover)
- Release International's Ethos Statement, Statement of Faith and Code of Conduct
- Application Form.

Release International is a Christian Ministry devoted to serving persecuted Christians and currently does so in almost 30 countries around the world. Among other things we supply Bibles, Christian literature, support prisoners of faith and their families, work for justice, and deliver needs-led projects to develop resilience of Christians as they live for Jesus in the teeth of persecution. Release International is also devoted to raising the voice of persecuted Christians, ensuring that individual Christians and communities throughout the UK and Ireland get to know about what is happening to their persecuted family members and are given multiple opportunities to engage with them as fully as possible.

Release International was inspired by the ministry of Richard Wurmbrand who was imprisoned and tortured by the Romanian secret police in the 1950s and 1960s because of his Christian faith. Much more information about the work and ministry of Release International can be found on our website at www.releaseinternational.org.

We are seeking to recruit a full-time Social Media and Film Officer, for a one-year temporary contract, to provide Maternity Leave cover. The role is for 35 hours a week, with 25 days annual holiday, plus public/bank holidays. The role will be primarily home-based but with occasional office working (coronavirus restrictions permitting) at Release International's office in Orpington, Kent. Flexible working may be required occasionally and Release International offers a system of Time Off in Lieu (TOIL) rather than overtime payment. The salary range for this post is £22,500 - £24,500 per annum, commensurate with experience. We offer a non-contributory pension at 7% of salary, with an option to make a small additional 'matched' contribution.



The role may suit someone with relevant work experience or a recent graduate with relevant experience evidenced in other environments.

Please apply using the attached application form. Completed applications forms are to be returned by email to Lynnette Feist at recruitment@releaseinternational.org .

Or by post to:

Lynnette Feist
Director of Personnel
Release International
PO Box 54
Orpington
BR5 4RT

The closing date for this position is **9.00am Monday 12th October**. After short-listing, interviews will be held online on Monday 19th and Tuesday 20th October.

The post for the successful applicant will be available from November 2020, subject to all necessary and satisfactory references and checks having been met, but this will be confirmed with the successful applicant.

All applicants will be advised as to whether they have been short-listed for interview and all applications will be retained for six months from the closing date of the application. All personal data/special categories of personal data are processed in accordance with the Data Protection Act 2018 and the General Data Protection Regulation 2018 (GDPR). Please see Release International's Privacy Statement at <https://releaseinternational.org/faith-and-policy-statements/> . We rely on the lawful basis of consent, contract and legal obligation to process the information you provide as part of your application.

Pre-employment checks for this post will include references, evidence of the right to work in the UK, and check of any professional qualifications or memberships.

If you require any further information about Release International, please contact the Director of Personnel, Lynnette Feist, at lfeist@releaseinternational.org or 01689 823491.

Thank you for your interest in this role, we look forward to receiving your application.

JOB DESCRIPTION

JOB TITLE: Social Media and Film Officer – maternity leave cover (full-time for one-year temporary contract)

DEPARTMENT: Communications Team within the UK Engagement Department

LOCATION: Primarily home-based, but with occasional office working in Orpington, Kent

DATE: available from November 2020

JOB PROFILE:

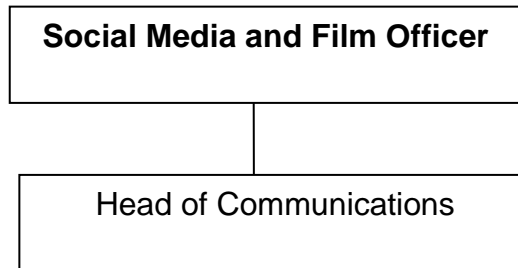
The Social Media and Film Officer role is an important one within the Communications Team, with a key focus on UK Engagement, to promote Release International through a variety of social media and film platforms (primarily Twitter, Facebook, YouTube, LinkedIn and Instagram) in support of our Social Media and Film Strategy. With a primary emphasis on social media, the role will seek to improve our social media and film engagement with all UK audiences and to drive increased income online. The post-holder will be expected to create and support online social media and web marketing campaigns and to ensure print advertising and online advertising campaigns work together seamlessly.

SUPPORTING PURPOSES:

- To develop and deliver a social media and film annual plan, as part of the overall Social Media and Film Strategy, with support from the Head of Communications, the Communications Officer responsible for web, and other Release International staff and volunteer social media channel content leads.
- To improve overall content of all Release International social media channels and develop new channels where necessary, integrating with our web content plan and other engagement plans.
- Oversee production and editing of 'in-house' film content for Release International. Shooting and editing videos, responding to briefs from across the organisation, devising creative solutions using film content to meet a range of communications challenges.
- To lead on digital innovation for social media and film; and keep up to date creatively and with best practice.

ORGANISATION CHART:

Reflecting our desire to practise servant-leadership, Release International organisation charts are inverted, i.e. the role at the 'bottom' serves and equips the role(s) above it:



MAIN RESPONSIBILITIES

| RESPONSIBILITIES: | Approx proportion of time spent on each (%) |
|---|--|
| <ul style="list-style-type: none">• To participate in daily devotions and to lead when required. | (see OTHER below) |
| <p>SOCIAL MEDIA:</p> <ul style="list-style-type: none">• Collaborate with the Head of Communications in the creation and implementation of the innovative Social Media and Film Strategy and annual plan.• Create content for social media and web platforms ensuring consistent and on-brand messaging.• Expand our social media presence and range of activities, assessing new channels and making recommendations for launch activity.• Improve the overall content of our social media channels.• Coordinate social media campaigns and ensure seamless integration with web and offline marketing communications (including appeals), providing guidance and control where necessary.• Produce social media content for live events, including live posting and live streaming to Facebook and Twitter.• Weekly strategic planning of social media posts (scheduling and updating) and liaising with staff to roll out and deliver the agreed plan.• Produce a content calendar which includes a regular plan/timetable of social media activity, including posts, and any supporter focused social media activities.• Support initiatives to develop new social media campaigns and other initiatives to maximise income. | Approx 75% of total time. |

| | |
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| <ul style="list-style-type: none"> • Evaluate social media campaign performance and prepare reports monthly. • Optimise social media for Search Engine Optimisation (SEO) and Search Engine Marketing (SEM). • Manage social media marketing tools such as Facebook Business Manager, TweetDeck. • Monitor results using analytical engagement tools including HootSuite for Twitter, Facebook Business Manager and BuzzSprout for podcasting. • Work with internal staff and stakeholders to ensure social media projects are delivered on time and on budget. • To assist Release International CEO, trustees and leaders to develop a strong social media presence. • Use social media activists (remote volunteers) and staff social media leads to promote our social media activity to a variety of public, media and church audiences. • Provide online social media support to event participants, volunteers and supporters. • Produce and edit photos, images and film content for use online and in other channels. • Keep up-to-date with digital trends, fundraising regulations and current data protection law. | |
| <p>FILM:</p> <ul style="list-style-type: none"> • To originate, plan, organise and produce films to promote key Release International messages externally and internally. • Shooting and editing film both in the UK and overseas including event videos, vox pops, interviews, animations and case studies. • To develop a strong engagement narrative in film, producing writing scripts and storyboards where necessary. • Planning and executing film shoots, including location management; and adequately briefing staff and stakeholders to appear in films for Release International. • Where appropriate, to source and liaise with external film production companies (under the direction of the Head of Communications) to produce film content. • To manage film distribution and promotion via online channels and integrate with social media campaigns. | <p>Approx 15% of total time.</p> |
| <p>OTHER:</p> <ul style="list-style-type: none"> • To undertake continuing professional development. • To undertake other duties as may be reasonably required. | <p>Approx 10% of total time, including daily devotions.</p> |

OTHER INFORMATION:

The postholder will need to fully support Release International's Calling and Mission, as set out in Release International's Ethos Statement, which are:

Our **Calling** states:

Through the ministry of Pastor Richard Wurmbrand and Hebrews 13:3 we have been called by God to love and serve persecuted Christians.

The following four Strategic Purposes (SP) form our **Mission** statement, which shows how we love and serve persecuted Christians, by:

- Raising their VOICE.
- Giving them the 'TOOLS' they need to live for Jesus Christ.
- Calling UK Christians into FELLOWSHIP with them.
- Learning lessons of Christian DISCIPLESHIP with them.

There will be the need to travel occasionally. Flexible working may be required, including occasional overnight stays, some weeks working away from home in the UK, for example, attending exhibitions or events. There may be an opportunity for international travel to visit persecuted Christians. Release International operates a system of Time Off in Lieu (TOIL) rather than overtime payments.

There is an occupational requirement under schedule 9 of the Equality Act 2010 for this post to be held by an active, practising Christian in full agreement with Release International's Statement of Faith and agrees to uphold Release International's Ethos Statement and Code of Conduct.

Signed and dated: *(Only to be signed on acceptance of position)*

Job Holder: _____ Date: _____

Line Manager: _____ Date: _____

PERSON SPECIFICATION

| | | |
|--|---|---|
| <p>JOB TITLE: SOCIAL MEDIA AND FILM OFFICER</p> <p>DATE: SEPTEMBER 2020</p> <p>PREPARED BY: LAURA HAYES</p> | | |
| | Essential | Desirable |
| <p>Work Experience: <i>Experience could be evidenced through other environments.</i></p> | <p>Experience using social media tools and producing strong social media content including Facebook, YouTube, Twitter, Instagram and LinkedIn.</p> <p>Experience of writing strong engagement narratives.</p> | <p>Experience with planning and delivering social media paid marketing campaigns.</p> <p>Experience of shooting and editing film.</p> <p>Experience of working in a Christian ministry in the UK.</p> |
| <p>Education/Qualifications:</p> | <p>Qualified in English to a minimum of GCSE level or equivalent.</p> <p>Educated to degree level.</p> | <p>BA (HONS) in media, PR or marketing.</p> |
| <p>Special circumstances/ physical requirements: <i>(only if a justifiable requirement for the job)</i></p> | <p>Overseas travel may be required, to visit Release International Partners and projects.</p> | |
| <p>Technical Knowledge:</p> | <p>Experience of managing key social media platforms including Facebook, YouTube, Twitter, Instagram and LinkedIn.</p> <p>Experience of using Hootsuite and Facebook Business Manager.</p> <p>Experience of using Adobe InDesign.</p> | <p>Experience using an Apple Mac operating system and Final Cut Pro/Premier Pro film editing software; and digital film cameras (eg. Sony A7 III/Panasonic GH5 or similar).</p> <p>Experience of using Buzzsprout (or similar for podcasting) and OneStream (or similar for live-streaming). You will have the skills to train new and existing staff to become better digital content leads.</p> |
| <p>Behavioural Criteria:</p> | <p>You will be a proactive communicator, who loves creating and initiating inspiring content, and takes pleasure in interacting with our online</p> | |

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| | <p>community through a variety of social channels.</p> <p>You will be flexible and highly creative with a 'can-do' attitude to deliver social media and film projects on time and to budget.</p> <p>You will help set a high-quality editorial and digital engagement standard for other staff to follow.</p> | |
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OTHER INFORMATION:

For the purpose of the Equality Act 2010 staff employed by Release International work to fulfil its Calling and Mission and the Charity's objects and Release International is committed to model the practical implications of its biblical beliefs at every level. In that sense every employee and volunteer is an ambassador for Release International and for Jesus Christ and there is therefore an occupational requirement for employees of Release International, its Trustees, Mission partners and Volunteers to be Christians, adhering to the basis of the Ethos Statement, holding as true the Statement of Faith of Release International and living in accordance with it. Given the above, Release International considers that it is proportionate to apply that requirement, but will keep this under review.

The successful candidate must be willing to undergo training and development as necessary to develop advanced skillsets in delivering strong social media planning and marketing campaigns.

ETHOS STATEMENT*

Release International is a Christian Ministry which, within the environment of UK law and governance, is a Company Limited by Guarantee. It is also registered as a charity and governed by a Board of Trustees. The Charity's objects and powers of governance are documented in the Articles of Association.

The charity's objects are described in the Articles of Association as follows:

- The advancement of the Christian faith
- The relief of poverty amongst peoples worldwide who are suffering persecution or marginalisation for their Christian beliefs
- The furtherance of the charitable work of the charity by the advancement of such other charitable purposes as the Trustees shall from time to time decide.

The **Mission** of Release International is to help Christians in the UK and Ireland actively engage with their persecuted brothers and sisters around the world by praying with them, standing with them and learning lessons of true Christian discipleship with them.

The **Vision** is to see a world in which the whole Body of Christ understands persecution and responds prayerfully, pastorally and practically every time a Christian is persecuted.

The outworking of these objectives and the mission and vision of Release International is expressed in five key purposes which encompass all aspects of the ministry of Release International:

Showing God's compassion: providing for the needs of the families of Christians who are being persecuted or have been imprisoned or killed.

Serving God's church: enabling believers to survive persecution and its effects.

Sharing God's love: helping persecuted Christians bring to Christ those who are opposed to the gospel.

Spreading God's Word: supplying Bibles and literature to meet the need for growth and evangelism.

Speaking as God's advocates: being the voice of the oppressed and persecuted.

The motivation for the ministry is rooted in faith in Christ and as a Christian charity therefore, Christian faith is of central importance to the objects, the work and the ethos of Release International and this is expressed in the Statement of Faith, part of the Articles of Association, to which all Trustees, all Staff and all Volunteers must subscribe.¹

For the purpose of the Equality Act 2010 staff employed by Release International work to fulfil the Charity's objects and the five key purposes and Release International is committed to model the practical implications of its biblical beliefs at every level. In that sense every employee and volunteer is an ambassador for Release International and there is therefore an occupational requirement for employees of Release International, whether staff or mission partners or volunteers to be committed Christians and to adhere

¹ Described as the Basis of Faith in the Volunteer Application Pack

to the basis of the Ethos Statement and Statement of Faith of Release International and live in accordance with it, and given the above, it is proportionate to apply that requirement.

The Christian ethos of Release International is expressed in the values that having a personal relationship with Christ engenders:

God's love

We believe our attitudes and actions must reflect the kindness, mercy, grace and compassion of Jesus in all we do towards all people, but with special concern for oppressed and persecuted Christians (Galatians 6:9-10). We seek only to do good. In expressing our passion for justice and being a voice for the persecuted (Micah 6:8, Proverbs 31:8, 9), we choose to love and respect others, whether Christian or not, whether in fellowship with us or not (Mark 12:31).

The meaning of life is to be found in the immeasurable love of God in Jesus Christ (John 3:16). Its most fundamental characteristic is that it seeks the good of the other. It is contrary to all selfish, self-centred attitudes (1 Corinthians 13). Love is more than an emotion. It involves choosing to love others, including our enemies (Matthew 5:43-44). God's perfect love eradicates fear (1 John 4:18).

God's Word

We recognise that God's Word (the Bible) is inspired by the Holy Spirit. It is our supreme authority and pattern for living, not only in matters of personal faith and conduct but also in all we do as a ministry as part of the Body of Christ (Psalm 119:160; 2 Tim. 3:16-17; James 1:22-25).

God's Kingdom

We want to obey the words of Jesus in seeking first the Kingdom of God (Matthew 6:33) such that God's reign is evident in our lives and ministry.

We are receiving an 'unshakeable kingdom' as God's gift and God's initiative (Hebrews 12:28). As co-labourers with God in establishing His kingdom we are passionately focused on seeing people come to faith in Christ, discipling, equipping and empowering them to be effective witnesses, especially in situations of persecution (Matthew 5:10; 28:19-20).

Prayer

We take prayer seriously, and as a team model this by regularly and purposefully spending time with God. Recognising that the prayers of righteous people have great effect (James 5:16) we try our best to live holy lives, praying as much as possible, giving thanks in all circumstances (1 Thessalonians 5:16-18).

Integrity

By the grace of God we want our lives and ministry to demonstrate Christian integrity. We want to be known as people of humility, justice and mercy (Micah 6:8) others can trust because of our consistency of word and deed; truthfulness and honesty (2 Corinthians 4:2, Proverbs 10:9).

Exercising wisdom (Matthew 10:16), we will always seek to speak out on behalf of persecuted Christians with integrity, humility and a servant heart, ensuring their message can be verified and trusted.

Relationships

In Christian teaching, the Greek word 'koinonia' describes how Christians come together as a family, with believers being regarded as 'brothers and sisters in Christ'. Relationship; partnership; community; unity; sharing; common purpose; mutual effort; being joined together to work as a team; sharing the burden equally: these are all things we value and seek to practise as we exercise our ministry at home and abroad.

Church

It is important to us to work with and through 'local' church leaders wherever possible, supporting them in their pastoral responsibilities. In doing so we aim to serve and equip believers in the UK and Ireland, and in nations where persecution takes place; developing understanding of, and response to, persecution as they seek to grow together in Christian maturity and discipleship (1 Corinthians 12:26; Colossians 1:28; Ephesians 4:11-16).

In our dealings with individual Christians we will emphasise the significance of their membership of the Body of Christ (1 Corinthians 12:27) to which we also belong as brothers and sisters together, in the one worldwide church.

The values, attitudes, motivations and relationships of staff and the way the Ministry is achieved is as important as the Ministry itself. Staff are expected to act in good faith and with loyalty to a relational ethos and to evangelical Christian standards of behaviour; see Code of Conduct. Failure to do so may result in disciplinary action; see Disciplinary Policy.

According to the values expressed in this Ethos Statement and given the belief set out in the Statement of Faith of the Divine Inspiration and Supreme Authority of the Bible as the written word of God, fully trustworthy for faith and conduct, we wish to express solidarity in what we say and what we do with those who desire to lead a godly life in obedience to the scriptural teaching that sexual relations are intended by God only within monogamous heterosexual marriage and to express support for all who adhere to such scriptural teaching, particularly those who are suffering as a result of their faithfulness.

Release International is committed to diversity amongst its staff and will not discriminate on grounds that are unrelated to our ethos; see Equal Opportunities and Diversity Policy.

**The Ethos Statement is in the process of being reviewed to reflect the new expression of Calling and Mission as outlined in the Job Description.*

STATEMENT OF FAITH

We believe in:

The one true God who lives eternally in three persons—the Father, the Son and the Holy Spirit.

The love, grace and sovereignty of God in creating, sustaining, ruling, redeeming and judging the world.

The divine inspiration and supreme authority of the Old and New Testament Scriptures, which are the written Word of God—fully trustworthy for faith and conduct.

The dignity of all people, made male and female in God's image to love, be holy and care for creation, yet corrupted by sin, which incurs divine wrath and judgment.

The incarnation of God's eternal Son, the Lord Jesus Christ—born of the virgin Mary; truly divine and truly human, yet without sin.

The atoning sacrifice of Christ on the cross: dying in our place, paying the price of sin and defeating evil, so reconciling us with God.

The bodily resurrection of Christ, the first fruits of our resurrection; his ascension to the Father, and his reign and mediation as the only Saviour of the world.

The justification of sinners solely by the grace of God through faith in Christ.

The ministry of God the Holy Spirit, who leads us to repentance, unites us with Christ through new birth, empowers our discipleship and enables our witness.

The Church, the body of Christ both local and universal, the priesthood of all believers—given life by the Spirit and endowed with the Spirit's gifts to worship God and proclaim the gospel, promoting justice and love.

The personal and visible return of Jesus Christ to fulfil the purposes of God, who will raise all people to judgment, bring eternal life to the redeemed and eternal condemnation to the lost, and establish a new heaven and new earth.

CODE OF CONDUCT

Introduction

Release International's Ethos Statement includes the values that are demonstrated in the lives of those in relationship with Christ and notes that the values, attitudes, motivation and relationships of staff and the way the Ministry is achieved is as important as the Ministry itself. Staff employed by Release International work to fulfil the charity's objects and the five key purposes and there is an occupational requirement for all staff to be committed Christians. All staff are expected to act in good faith and with loyalty to a relational ethos and to evangelical Christian standards of behaviour.

This Code of Conduct defines Release International's expectations of behaviour and interactions for all staff whilst on Release International premises or whilst engaged in Release International work, wherever the location. Staff are expected to make every reasonable effort and intention to meet the standards of personal conduct and working practice set out in this code. Inappropriate conduct outside working hours and/or outside the workplace, may be considered to be in breach of this code, especially where it brings the organisation into disrepute.

This policy applies to all staff (full-time, part-time and those employed as consultants) and the term staff is used throughout the policy to apply to all of the above. Trustees have their own Code of Conduct. All applicants will also be asked to confirm that they will abide by the Code of Conduct, see Recruitment Policy.

Standards of Conduct

As a Christian organisation and as a result of shared beliefs and values the following are examples of behaviour that it is expected that all staff will demonstrate:

- Treat one another with grace, respect, courtesy, politeness and forgiveness
- Honesty and co-operation in all interactions, timekeeping and work practice
- Respect for authority and for individual conscience and diversity as people work together
- Good stewardship of Release International's finance and resources
- Willingness to give account of a living faith in Jesus Christ within settings and context appropriate to day to day responsibilities
- Regular commitment and participation in the life of a local church.

As a Christian organisation, prayer - both corporate and individual, is central to our work and as such all staff are expected to participate in daily devotions at Priory Buildings, when they are on site. In addition, all staff are expected to participate in Staff Away Days which are held up to three times a year and which include acts of worship, teaching and prayer.

All staff are expected to uphold Release International's policies and procedures, all of which are referenced in the Staff Handbook which provides other important information for staff.

Appendix C of the Safeguarding Policy provides a Safe Practice Code of Conduct with specific reference to safeguarding and promoting the welfare of children and vulnerable adults which should be read alongside this Code of Conduct.

Breaches of the Code of Conduct

As a Christian organisation, as expressed in the Ethos Statement and Statement of Faith, Release International is committed to act in all circumstances with compassion, grace and pastoral concern and breaches of the Code of Conduct will be dealt with in this way in accordance with the Disciplinary Policy.

Unsatisfactory conduct

Examples of unsatisfactory conduct include, but are not limited to:

- Poor timekeeping or attendance; unauthorised absence
- Persistent disruptive behaviour
- Repeated failure to attend daily devotions when at Priory Buildings
- Repeated failure to attend Staff Away Days
- Rudeness to staff, visitors, supporters or anyone connected with Release International's work
- Insubordination to management
- Failure to comply within an acceptable time with a reasonable management instruction
- Commit or attempt to commit any act which may endanger persons or property or which breaches any safety rule, Release International policy or legislation
- Remove or attempt to remove any article or articles which are Release International's property, or any individual's property kept on Release International's premises without prior permission of the owner or inventory holder
- Any other conduct which is likely to endanger the order, harmony, welfare, character or reputation of Release International.

Gross misconduct

Examples of gross misconduct include, but are not limited to:

- Any action constituting a serious criminal offence
- Giving false or misleading information during the recruitment process, whether or not material to the decision to offer employment
- Theft or fraud from Release International, its staff, visitors, supporters or anyone connected with Release International's work
- Falsification of records or expenses
- Deliberate and serious damage to the property of Release International, its staff, visitors, supporters or anyone connected with Release International's work
- Causing loss, damage or injury by serious negligence
- Misuse, or use for personal gain, of equipment belonging to Release International
- Reporting to, or being at, work unfit due to the influence of alcohol, solvents, prescriptions or non-prescription drugs or any other illegal substance
- Deliberate misuse of alcohol, solvents, prescriptions or non-prescription drugs or any other illegal substance
- Deliberate viewing or circulating of pornographic, offensive or obscene material
- Racist or sexist language, blasphemy or sexual innuendo, use of commonly accepted swear words, especially where there is repeated use
- Gross insubordination
- Physical violence, threats, harassment or bullying in relation to any member of staff, visitor, supporter or anyone connected with Release International's work

- Abuse of others, including children
- A serious breach of safety procedures or regulations
- Breach of confidentiality, confidence, trust or Data Protection
- Unauthorised distribution, either privately or publicly, of images of dead or disfigured bodies
- Be in possession of firearms or any offensive weapon whilst at work, wherever the location
- Any action likely to seriously endanger the order, harmony, welfare, character or reputation of Release International.

Inappropriate conduct outside of working hours and/or outside the workplace

Inappropriate conduct outside working hours, or outside the workplace, may be considered to be in breach of this code, especially where it brings the organisation into disrepute.

Examples of inappropriate conduct outside working hours and/or the workplace include, but are not limited to:

- Any criminal offence
- Any action which affects the performance of a member of staff in their particular role or which renders a member of staff unsuitable for the type of work they do (e.g. loss of driving licence where driving is essential to the job)
- Any action which leads to a breach of mutual trust between Release International and a member of staff (e.g. fraud or deception)
- Any action which damages the reputation of Release International
- Publicly expressing views which are contrary to Release International's Statement of Faith or which undermine Release International's Ethos Statement.