
24-7 PRAYER: COMMUNICATIONS & CREATIVE DIRECTOR

THE ROLE

We are looking for someone amazing to join the 24-7 Prayer team!

Building upon the existing Communications Team of both staff and volunteers, you will manage the brand, design and creative elements of our existing and upcoming products and resources. The role sits as part of the Executive Team, working together with Heads of Department to deliver 24-7 Prayer products and resources, while ensuring authentic and consistent communication of the brand and vision internationally. The role requires experience in digital, print, film production, live streaming and in person events. It requires a capacity to work well in a busy and agile, ever-changing environment within the international team, ensuring the communication and marketing strategies are delivered.

As part of working for the 24-7 Prayer movement, you'll also be passionate about prayer and eager to be part of a small, friendly office culture; a great team player in a fast-paced organisation.

If you'd like to apply for the role, please send an email explaining why you're interested in joining us and any connection with 24-7 Prayer you may have, along with your CV to Georgina Micklewright at recruitment@24-7prayer.com.

Closing Date for applications: 8th March 2021.

(All applicants must have an existing legal status to work and reside in the UK.)

About 24-7 Prayer International

24-7 Prayer began as one simple prayer meeting in 1999, and is now an international, interdenominational movement, reviving the church and rewiring the culture through non-stop night and day prayer.



JOB DESCRIPTION

Postholder:	Creative and Communications Director
Line Managed by:	Chief of Operations
Location:	The role is based out of 24-7 Prayers office in Woking. However, home working during the COVID-19 restrictions is in place for all staff
Type:	Permanent, Full Time
Salary:	£30,000 - £33,000 depending on experience
About the role:	The Creative and Communications Director manages the brand, design and creative elements of all 24-7 Prayer products and resources ensuring authentic and consistent messaging of the brand and vision internationally. He or She will build upon ongoing work from the existing Communications Team and work as part of the Executive Team, together with Heads of Department to deliver the objectives of 24-7 Prayer globally. The successful candidate will need to have a strong understanding of multi-media production and events, excellent contacts, be used to working under pressure in a busy and agile environment and have demonstrated the ability to deliver both short-term and long-term projects using a broad range of platforms. This is a growing role in a fast-developing organisation.

Key Responsibilities:

- **Management** - Leading the Communications Team to work effectively and efficiently to meet the needs of the various audiences. Develop and manage key external partnerships and freelance creatives. Working within the approved budgets and agreed timescales of delivery
- **Strategic Thinking** - Bringing experience in developing full communications strategies for 24-7 Prayer's various products and resources. Leading the maintenance and development of the international website, as well as other key front-facing communications channels (i.e. social media)
- **Product Development** - Developing new resources and strategies, both independently and in supporting other departments. Generating and leading the development of multiple video series, podcasts, apps and websites, alongside maintaining all the existing resources.
- **Brand Development and Management** - Clarity in stewardship of the 24-7 Prayer brand internationally and ensuring consistency across all channels and departments.
- **Internal Communications** - Ensuring clear internal communication at all levels within 24-7 Prayer. A key member of the Executive Team and being a vocal spokesperson for the brand and our audience requirement.

Key Requirements & Skills

- **Relevant Experience** - Having worked in a similar role e.g. communications, brand management or creative marketing. Overseeing the creative process for products and digital resources, especially video series and ideally live streaming. Ability to demonstrate an understanding of marketing and communication tools, analytics and SEO. Experience of managing and delivery to fixed budgets and schedules.
- **Management** - Demonstrate ability to manage a diverse team, to ensure the required capacity to meet deadlines. Managing team members on a day to day basis and ensuring regular reviews and objectives meetings are held and measured. Working with external designers, artists, videographers, and copywriters to develop new materials.
- **Creativity** - Ability to produce innovative and original ideas, strong analytical skills partnered with a creative output. Experience in video production and post-production is preferable but not essential.
- **Strategic Thinking** - Identifying key audiences and devising effective targeted campaigns. Proven ability to develop brand and marketing strategies with an understanding of trends and communications best practices.
- **Time and Project Management Skills** - To work alone or in team, diligent time keeping including the ability to work on multiple projects at the same time and prioritise schedules.
- **Learning** - Excellent written and verbal communication skills with a desire to learn and develop. Demonstrate relevant qualifications and education as well as personal development skills.

Additional Comments:

- The Postholder will be expected to maintain a living relationship with God and live consistently according to biblical principles.
- Reasonable time will be given for retreat, prayer and personal spiritual development in liaison with your Line Manager.
- Strong personal communication skills and values are required to work in this team, as well as the ability to show confident leadership when required.
- All staff are expected to be present and involved at key 24-7 Prayer training and conferences.
- The role will at times involve general tasks outside the scope of this job description.
- An initial project will be leading on an International website delivery.
- Keep up to date with relevant developments and potential sources of external funding, both inside and outside the sector.
- The successful candidate will need to comply with all the relevant financial and employment regulations and procedures.