



MARKETING & COMMUNICATIONS OFFICER

Application Pack

BE THE TRAILBLAZER
ACTIVATE CHANGE
STRENGTHEN LIVES
BUILD COMMUNITIES
EMBRACE THE CHALLENGES
BE THE HELPING HAND
FAITH TAKING ACTION
PURPOSEFUL ACTION
REAL PEOPLE
REAL FAITH
RISK TAKERS

FROM CHURCH ARMY

We are delighted that you are interested in the role of Marketing and Communications Officer with Church Army, I really hope that as you read through this job pack you get a clearer sense of who we are as Church Army and how this role fits into our desire to see communities across these islands transformed.

This is an exciting time to be part of Church Army as we continue to grow our frontline work in addition to implementing the new strands of our DARE strategy in the next three years to further our impact and reach our vision.

We are passionate about seeing communities transformed which is why Church Army is proud to work in some of the toughest communities across the UK and Ireland and make an impact that brings about real-life change. Our Centres of Mission, which are created in partnership with Diocese, are where we deploy evangelists into communities to share faith and empower and equip the local church in mission and evangelism. We are working hard in our aim to increase to 50 Centres of Mission by 2027. In Marylebone London, we run the biggest women's only hostel which empowers women to end their homelessness and live their lives to the full. We also run the Amber Project in Cardiff which helps over 100 young people each year who battle self-harm: as well as a hostel for young people.

Our GRACEUP values are at the heart of all that we do. We are proud of our committed and passionate staff team who all contribute to our vision of seeing communities transformed. In joining Church Army, you will belong to a community of gifted people who are proud to do what they do, and we work hard to make sure our team know that they are valued for their contributions and know that they are making a difference to the lives of hundreds of people.

This role of Marketing and Communications Officer is an important position in our communications team, requiring excellent communication skills and project management. You will be based at the Wilson Carlile Centre in Sheffield, which homes our national office team and operates as a reputable accommodation and conference centre; it is a fun and hardworking team to be part of.

We hope that as you read through this job pack, you will be inspired and encouraged to want to join our amazing team and Organisation.



WE ARE CHURCH ARMY

We believe that everyone has value and a future worth believing in. We have a lifechanging message of hope to share with the world.

Our vision

For everyone everywhere to encounter God's love and be empowered to transform their communities through faith shared in words and action.

Our values

Everything we do is underpinned by our GRACEUP values:

Generous - We want to model God's generosity to others.

Risk-taking - We have a long heritage as a pioneering movement, prepared to take risks and give colleagues permission to seek to do new things.

Accountable - We are accountable to God and others. We want to be reliable and live responsibly to high professional standards.

Collaborative - We are committed to partner with those who share our values; we believe it enhances our work.

Expectant - We are hopeful, expecting God to do new things amongst us.

Unconditional - God loves everyone and everyone is significant in his eyes; we will serve anyone regardless of their age, gender, race, sexuality, faith, ability, status or circumstances.

Prayerful - We listen for God's voice and want to be obedient to him. We want to be like Jesus in our actions and witness.

See our [We are Church Army](#) video here



MARKETING AND COMMUNICATIONS OFFICER

As the work and witness of Church Army grows, we need to raise up a new generation of supporters, enthusing them about what we do, and establish meaningful relationships with them that will last. The Communications Team play a huge part in shaping our message and getting it placed where people can hear about our stories of lives transformed, advocate for our work, and be valuable supporters too.

You will be working as part of a team of dedicated experienced communicators who together manage all print and digital communications both internally and externally and share in each other's work. The team works closely with the Fundraising Team to ensure our messaging is in sync and together we are called the Marketing Team.

This role supports the Marketing Manager in delivering the message of our work to audiences internally and externally, and across a wide range of media, to develop and lead the delivery of Church Army's communication strategy. We are looking for someone who is creative and has strong experience in this field of work. You will be central in ensuring our key messages and the heart behind what we do are effectively communicated. You will therefore need to be able to understand how our values shape our behaviours, the breath and impact of our work, our key audiences and deliver material that aligns with this and demonstrates this. You should be a strong team player and an excellent communicator, passionate about what we do and the difference it makes.

You will work with a team of Communications Officers, supporting them deliver website and social media content as well as email communications. There is also plenty of scope to manage campaigns and add your own creativity.

We will provide you with the support you need to succeed, including professional training where appropriate, regular 1-2-1s with your line manager and all the support that comes from being part of a national charity and a loving community.

This role is based at the Wilson Carlile Centre Sheffield - the home of Church Army.

Neil Thomson CA, Marketing Manager

JOB DESCRIPTION

Job Title:	Marketing and Communications Officer
Location:	Wilson Carlile Centre, Sheffield
Responsible To:	Marketing Manager
Relating To:	Marketing Team, and Fundraising Team Leader
Purpose:	To develop and deliver electronic and online campaigns and communications for Church Army as part of the wider marketing initiatives designed to increase profile, support, and engagement.
Objectives:	<ol style="list-style-type: none">1. To assist in the development and lead the delivery of Church Army's communication strategy.2. To lead Church Army's digital communications through the internet media of blogs, podcasts, online videos (inc YouTube channel) and others.3. To lead on Church Army mass email communications to supporters.4. To supervise and support the work of the Communications Officers.5. To assist in Church Army's Public Relations.6. To support work of team members through contributing to writing, events and creation of materials as directed by the Team Leader.7. To contribute creatively and actively to the development and implementation of the wider Marketing Team strategy and specific action plans as required.8. To be an active participant in the community of the Wilson Carlile Centre.

RESPONSIBILITIES AND KEY TASKS:

- 1. To assist in the development and lead the delivery of Church Army's communication strategy.**
 - 1.1. To work with the Marketing Manager in the delivery and development of a communications strategy in order to promote the work of Church Army to a wide range of internal and external audiences.
 - 1.2. To work with the Marketing Manager in liaising with other departments to ensure communications output is representative of the whole of Church Army.

- 2. To lead Church Army's digital communications through the internet media of blogs, podcasts, online videos (inc YouTube channel) and others.**
 - 2.1. To plan, over-see, write and deliver a regular series of engaging blog stories for the website, recruiting other contributors and ensuring that a balanced range of topics are covered.
 - 2.2. To lead on the creation and delivery of a regular podcast showcasing aspects of Church Army work and ministry and encouraging evangelism amongst a younger generation.
 - 2.3. To lead on and oversee the development and ongoing resourcing of a YouTube channel and other video films that engage with people over evangelism and Church Army.

- 3. To lead on Church Army mass email communications to supporters**
 - 3.1. To manage email communications to supporters including InTouch and Prayer Points.
 - 3.2. To work with the Fundraising Team to ensure appropriate email provision of appeal campaigns.
 - 3.3. To review and develop electronic communications to supporters so as to improve engagement.

- 4. To supervise and support the work of the Communications Officers.**
 - 4.1. To provide day-to-day supervision and support for the Communications Officers in their work, under the line management of the Marketing Manager.

- 5. To assist in Church Army's Public Relations**
 - 5.1. To assist the Marketing Manager with relationships with the press and media

- 5.2. To work closely with staff in designated projects, particularly the Marylebone Project for Homeless Women in London, ensuring their stories are told and media opportunities are taken.
 - 5.3. To work with the Marketing Manager and other staff in provide materials and content for the media, sourcing inspiring transformation stories.
- 6. To support work of team members through contributing to writing, events and creation of materials as directed by the Team Leader, particularly in the areas of:**
- Films and photography
 - Website development and content
 - Supporter communications
 - Social media
 - Internal communications
- 7. To contribute creatively and actively to the development and implementation of the wider Marketing Team strategy and specific action plans as required.**
- 7.1. To be an active participant in the life and work of the wider team, attending meetings, supporting colleagues in their work and contributing to team-wide initiatives.
 - 7.2. To contribute to the strategy and ongoing work of the team.
 - 7.3. To take a proactive role in the implementation of the strategy - leading in areas of your particular responsibility.
- 8. To be an active participant in the community life of the Wilson Carlile Centre.**
- 8.1. To help build a sense of community and teamwork within the Wilson Carlile Centre.
 - 8.2. To be part of the National Office Team, sharing in the life and objectives of the team.
 - 8.3. To attend and take part in monthly Sheffield Staff Team Gatherings.
 - 8.4. To share in the general responsibilities of all staff with regard to welcoming visitors, dealing with post, handling phone calls and enquiries as required.

General

- To undertake any such duties as are commensurate with the post at the direction of the line manager, or their senior.
- To be an active member of the Communications Team and Marketing Team, participating in team meetings and in the overall objectives and life of the teams.
- To attend an annual appraisal and regular one to ones with the line manager.
- To undertake any training or professional development as required for the role as identified in an appraisal or supervision.
- To adhere to Church Army's contractual and non-contractual policies at all times. These are outlined in the Staff Handbook and on Church Army's intranet document library.
- Act in the best interest of Church Army at all times



PERSON SPECIFICATION

The following sets out what we are looking for in the post holder. As you apply for the post and submit your application, please make sure you evidence with good clear examples how you meet the criteria below.

ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
Knowledge, qualifications and understanding		
GCSE English & Maths A-C or equivalent	Knowledge of Church Army, the Church of England & the wider church	<ul style="list-style-type: none"> • Application Form • Interview & Selection Process • Pre-employment checks (e.g. references)
Higher education (Post “A Level”) qualification	Further qualification in Communications or Public Relations or Marketing	
	Knowledge of donor motivations within the charity sector	
	Membership of relevant professional body	
Experience		
Employed experience in a Marketing or Communications role	Experience of working for the faith/charity sector	<ul style="list-style-type: none"> • Application Form • Interview & Selection Process • Pre-employment checks (e.g. references)
Proven experience of writing creatively for a variety of audiences	Experience of Word Press for website management	
Skills and abilities		
Excellent written and oral communication skills & interpersonal skills	Able to respond sensitively to the needs of different projects within Church Army (in particular the Marylebone Project)	<ul style="list-style-type: none"> • Application Form • Interview & Selection Process • Pre-employment checks (e.g. references)
Ability to work in a multi-disciplinary creative team	Ability to deal with a variety of stakeholders	

Excellent eye for detail and level of accuracy		
Organised	Project management	
Ability to stay focused on-task		
To deliver to tight deadlines		
Ability work well on your own, as well as part of a team	Able to represent the organisation appropriately in different settings	
Excellent MS Office skills and confident digital skills	Produced podcasts	
Attributes		
Be creative, adaptable and take initiative		<ul style="list-style-type: none"> • Application Form • Interview & Selection Process
Work relationally and collaboratively		
Flexible and able to respond to the demands and requests of others		
An engaging personality that is able to build strong relationships		
Demonstrates modelling Church Army values in their work and life		
Other		
In sympathy with the vision & values of Church Army and willing to represent the organisation in public	An active faith in Jesus, passionate about evangelism and seeing communities transformed through faith shared in word and action	<ul style="list-style-type: none"> • Application Form • Interview & Selection Process • Pre-employment checks (e.g. references)
Willingness to travel and be away from home on occasion		



OUTLINE TERMS AND CONDITIONS

Location	Wilson Carlile Centre, Sheffield
Salary	£28,000-£31,000 per annum (depending on experience)
Hours	37.5 hours (full-time)
Working Pattern	Normal working days are Monday to Friday with some evening and weekend work required on occasion.
Pension	Church Army is an auto enrolment employer. If you are eligible for pension contributions, you will be enrolled into a qualifying scheme and minimum pension contributions will be made by the employer.
Annual Leave	25 days per year, plus bank holidays. Some days are compulsory leave over Christmas when the office is closed.
Probation Period	6 months
Contract Type	Permanent, Full-Time
Notice Period	1 month (after probation period)
DBS Requirement	A DBS check is not required for this post. However, all staff are expected to read and comply with Church Army's Safer Ministry Policy.
Occupational Requirement	Due to the responsibilities of the role, there is an occupational requirement under the Equality Act 2010 that the post holder has an active faith in Jesus, demonstrated by an involvement in a local church and agreement with the vision and values of Church Army.

APPLICATION PROCESS

If you would like you to find out any more about the role and how it fits into our Fundraising Team, we encourage you to have arrange a call with Neil Thomson, Marketing Manager. Please email: neil.thomson@churcharmy.org

To apply, **please submit a Church Army Faith-Based Application Form** which is available to download from the top of our vacancies page of our website.

Applications should be sent to: recruitment@churcharmy.org

Deadline: 5pm 13 October 2021

Interview date: 22 October 2021

For more information about Church Army please visit: www.churcharmy.org

Offers of employment are made subject to:

- Evidence of your eligibility to work in the UK
- Successful completion of a probationary period
- Two satisfactory references, including one faith-based

References are usually only requested once an offer has been made. We will ask for your permission before seeking any references.