



# 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**

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We are delighted that you are interested in the role of 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 Communications Officer is an important position in our communications team, requiring excellent communication skills and website knowledge. 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

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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



## **COMMUNICATIONS OFFICER**

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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 is part of a group of Communications Officers within the Communications Team who together focus on website, social media, email marketing, supporter enquiries and internal communications. This role will focus primarily on website support and internal communications but will involve aspects of the wider work of the team. We are looking for someone who is creative and enthusiastic, with proven experience in this field of work. This role will be central in ensuring we effectively communicate our key messages and the heart behind what we do. You will therefore need to be able to understand how our values shape our behaviours, the breath and impact of our work, and our key audiences to deliver material that aligns with and demonstrates this. You should be a strong team player and an excellent communicator, passionate about what we do and the difference it makes.

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

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<b>Job Title:</b>	Communications Officer
<b>Location:</b>	Wilson Carlile Centre, Sheffield
<b>Responsible To:</b>	Marketing Manager
<b>Relating To:</b>	Communications Team & wider Marketing Team
<b>Purpose:</b>	To assist with the development and day-to-day delivery of website content and internal communications, and support the work of the Communications Officers and wider team in all aspects of Church Army Communications in order to increase profile, support and engagement with supporters and wider audiences
<b>Objectives:</b>	<ol style="list-style-type: none"><li>1. To assist with the development and day-to-day management of a range of websites.</li><li>2. To create regular internal communications across Church Army.</li><li>3. To assist in creating and sending email marketing campaigns to a range of audiences and managing the data used to send emails.</li><li>4. To support work of team members through contributing to writing, website content, research and the creation of materials as directed by the Marketing Manager.</li><li>5. To contribute creatively and actively to the development and implementation of the wider Marketing Team strategy and specific action plans as required.</li><li>6. To be an active participant in the community of the Wilson Carlile Centre.</li></ol>

## **RESPONSIBILITIES AND KEY TASKS:**

- 1. To assist with the development and day-to-day management of a range of websites and online content.**
  - 1.1 Work with other members of the team in delivering up-to-date dynamic and engaging website material across a range of sites, that are tailored to different audiences.
  - 1.2 To write creatively for the website and social media and provide new content.
  - 1.3 Assist others who manage/contribute to sub sections of the website and support them.
  - 1.4 Share in the development and implementation of new website functionality and content.
  - 1.5 Work with other staff responsible for online content and manage channels as needed.
  
- 2. To create regular internal communications across Church Army.**
  - 2.1 To work with other members of the Communications Team in creating and distributing internal communications to all members of Church Army across the UK and Ireland.
  - 2.2 Share in developing new ways of providing internal comms to engage the audience.
  
- 3. To assist in creating and sending email marketing campaigns to a range of audiences and managing the data used to send emails.**
  - 3.1 To assist other Communications staff responsible for email marketing by creating and sending email campaigns to a range of internal and external (supporter) audiences (e.g. InTouch and Prayer Points among others)
  - 3.2 To assist other Communications staff in deploying material from email campaigns to other platforms including the website.
  - 3.3 To assist with data management and synchronisation of data across platforms including email marketing.
  
- 4. To support work of team members through contributing to writing, website content, research and the creation of materials as directed by the Marketing Manager.**
  - 4.1 To assist in the creation of digital media such as photography and graphics.
  - 4.3 To assist with the creation and deployment of blogs and other online materials.
  - 4.4 To assist with supporter enquiries and respond or redirect enquires appropriately.
  - 4.5 To oversee the stock and distribution of publicity materials requested by speakers and evangelists.
  - 4.6 To help with research and other communications related tasks as directed by the Marketing Manager.

**5. To contribute creatively and actively to the development and implementation of the wider Marketing Team strategy and specific action plans as required.**

- 5.1. 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.
- 5.2. To contribute to the strategy and ongoing work of the team.
- 5.3. To take a proactive role in the implementation of the strategy - leading in areas of your particular responsibility.

**6. To be an active participant in the community life of the Wilson Carlile Centre.**

- 6.1. To help build a sense of community and teamwork within the Wilson Carlile Centre.
- 6.2. To be part of the National Office Team, sharing in the life and objectives of the team.
- 6.3. To attend and take part in monthly Sheffield Staff Team Gatherings.
- 6.4. 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
<b>Knowledge, qualifications and understanding</b>		
GCSE English & Maths A-C or equivalent	Knowledge of Church Army, the Church of England & the wider church	<ul style="list-style-type: none"> <li>• Application Form</li> <li>• Interview &amp; Selection Process</li> <li>• Pre-employment checks (e.g. references)</li> </ul>
	Higher Education (Post “A Level”) qualification	
<b>Experience</b>		
Experience of website management	Experience of a range of WordPress and plug-ins including Gutenberg	<ul style="list-style-type: none"> <li>• Application Form</li> <li>• Interview &amp; Selection Process</li> <li>• Pre-employment checks (e.g. references)</li> </ul>
Proven experience of writing creatively for a variety of audiences	Experience of using social media to promote charity messaging	
Experience of using an email marketing platform (eg Mailchimp)	Experience of working for the faith/charity sector	
<b>Skills and abilities</b>		
Excellent written and oral communication skills		<ul style="list-style-type: none"> <li>• Application Form</li> <li>• Interview &amp; Selection Process</li> <li>• Pre-employment checks (e.g. references)</li> </ul>
Ability to work in a multi-disciplinary creative team		
Excellent eye for detail and level of accuracy		
Strong organisational skills; able to meet deadlines and prioritise workloads		

Ability to stay focused on-task		
Confident using IT & other media-related technology		
Ability work well on your own, as well as part of a team		
Excellent MS Office skills and confident digital skills	Working knowledge of social medial platforms	
<b>Attributes</b>		
Collaborative: a team player; able to build & develop community		<ul style="list-style-type: none"> <li>• Application Form</li> <li>• Interview &amp; Selection Process</li> </ul>
Proactive & enthusiastic		
Models Church Army values in their work and life		
Committed to developing your own skills and knowledge		
Flexible and able to respond to the demands and requests of others		
<b>Other</b>		
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	
Willingness to travel and be away from home on occasion		



# OUTLINE TERMS AND CONDITIONS

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<b>Location</b>	Wilson Carlile Centre, Sheffield
<b>Salary</b>	£21,443 - £23,812 per annum depending on experience
<b>Hours</b>	37.5 hours (full-time)
<b>Working Pattern</b>	Normal working days are Monday to Friday with some evening and weekend work required on occasion.
<b>Pension</b>	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.
<b>Annual Leave</b>	25 days per year, plus bank holidays. Some days are compulsory leave over Christmas when the office is closed.
<b>Probation Period</b>	6 months
<b>Contract Type</b>	Permanent, Full-Time
<b>Notice Period</b>	1 month (after probation period)
<b>DBS Requirement</b>	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.
<b>Occupational Requirement</b>	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

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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](mailto: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](mailto:recruitment@churcharmy.org)

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**Deadline: 5pm 13 October 2021**

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**Interview date: 29 October 2021**

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For more information about Church Army please visit: [www.churcharmy.org](http://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.