

**An open place: to walk with the prophets and meet the Messiah**

**Director of Communications Job description**

**Background**

*Al Massira (The Journey)* develops media for the presentation of the Good News of the Messiah, and the development of communities of His People. The ministry trains people to present *A Journey with the Prophets to Discover the Messiah* through a thirteen-episode video series, journeying chronologically through the scriptures to present eternal truths in an eastern, community-oriented style, familiar to those from a Muslim worldview culture. Group participation is encouraged, promoting free and open discussion as the narrative anticipates and addresses the most common challenges to the Gospel such as the Trinity, the divinity of Christ and the atoning sacrifice. As participants are led to an understanding of the person and work of the Messiah in the gospels, Christ becomes the answer to important questions that have been awakened in their hearts and leads them into deeper discipleship.

*Al Massira* distributes the resources through website download, and through online and offline (SD Card-based) Apps. *Al Massira* is also developing a second series which explores the themes surrounding the development of the early church, through the Acts of the Apostles. These are themes which are relevant to modern world locations where communities of Jesus’ followers are developing in minority and challenging situations.

Al Massira International (AMI) promotes AM and supports regional teams around the world, who are involved in translation, training and follow up. The team has an administrative office in Llanelli, Wales, UK, with some members based in the area and some working with the team remotely.

**Job Title Director of Communications**

**Accountable to Chief Executive Officer (AM Director)**

**Type of Contract Part Time or Full Time by negotiation**

**Location of work The Al Massira Office is located in Llanelli S Wales. The position can be managed remotely subject to the job holder visiting the Llanelli office for two days per month.**

**Job Summary**

The role has been established to develop, extend, and strengthen the network of Al Massira around the world by ensuring that what AM has to offer – is accessible, usable, and effective for a widening audience of potential users. This will involve increasing the use of available media outlets, social media, television, radio, and other internet-based technologies to reach a broader demographic.

Part of the role will include assistance with some fundraising applications.

The position holder will use his or her strategic thinking and problem-solving abilities to ensure that the ministry is developed in line with the overall vision – and both coherent and relevant for the challenges of the changing world.

**Key Relationships**

* Line managed by:  AM Director
* Work closely alongside the AM Director, Director of Operations (DO), Leadership Group and Regional Team Coordinators
* Serves as a member of the Leadership Team

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**Key Responsibilities:**

1. **Communications**

This role is critical in ensuring the building of good relationships as platforms for effective ministry - both within the AM family of teams (internally) and with potential stakeholders who could include individuals, churches, agencies and networks (externally). The oversight of AM communications through the AM international family includes:

* The development of collaborative relationships with Churches, mission agencies and others to cause Al Massira to be well known in the Muslim mission space.
* Ensure that the internal and public web sites, social media platforms and database are fit for purpose and are being used effectively.
* Review the ways in which Al Massira is communicating with its supporter base to ensure that the base is being expanded and that supporters have the information that they need.
* Identify and encourage AM teams in the effective ways of following up and maintaining communications with those who have been trained.
* The Job holder will be responsible to oversee production of written communications designed to encourage people in the AM network and other external connections. Currently this includes but is not be limited to:
* AM Newsletter in English – 4 editions per annum (one of which is an annual appeal)
* Assist with the gathering of testimonies and stories of AM resource usage.

1. **Fundraising**

Fundraising is crucial to AM’s survival and to facilitate its development.

* Assist with fundraising applications to charities and foundations

1. **Development of new technologies**

AM International needs to continually adapt to, develop, and use appropriate new

technologies, digital media, social media, web platforms and the like to enhance the

effectiveness of the AM resources and teams – and encourage new groups of potential users

to easily access all that AM can offer. Such projects could include: the development of new

and revised websites and social media to set up and run AM groups, the adoption of web-

based platforms to enhance training, assistance to regional teams to expand language

versions of online communication, and development of new means of newsletter and other

communication to prayer partners and supporters.

**Resourcing**

Al Massira is ready to consider candidates who are self-supporting, partially supporting or those who would require a modest salary. Any approved expenses relating to this role will be covered by Al Massira.

**Duration**

This role preferably has a minimum duration of two years and has a notice period of two months. An initial review will be held within the first six months.

**Person & Capability Specification:**

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| ***Attribute*** | ***Essential*** |
| *Education/*  *Qualifications* | * *Degree Level or equivalent* |
| *Proven Skills* | * *Demonstrable ability to manage strategic planning processes to achieve financial and non-financial objectives.* * *Strong verbal and written communication skills* * *Problem-solving and decision-making* * *A track record of problem-solving in complex organisations.* * *In managing people and volunteers in an international context* * *Ability to form strong working relationships.* * *Technical Experience with MailChimp; Office 365; Canva or other literature production software all helpful* |
| *Personal*  *Qualities* | * *A mature Christian with a Godly character and a commitment to prayer* * *A reasonable understanding of World Mission with some knowledge of the Muslim world* * *Proven experience in a senior management position* * *Works well within a team, alongside people with varying backgrounds, gifts and skills.* * *Have a commitment to the work of Al Massira, its mission and values* |

**For More information** – please contact Andy James, CEO or Andrew Fuller, Director of Operations:

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