



# COMMUNICATIONS OFFICER

(MATERNITY COVER)

Job description & person specification



## **ABOUT THE ROLE**

**Job title:** Communications Officer (Maternity Cover)

**Reports to:** Communications Manager

The Communications Officer will lead in planning, creating and delivering our digital communications and campaigns, supporting the delivery of Elim's communications strategy.

You will help maintain and develop our digital presence, raise our mission profile, and create content that drives engagement and response from our various audiences.

You will be responsible for planning, creating and editing digital content across our various communications channels, including:

- website and intranet content management
- email communications
- digital content production
- social media management

Working with your colleagues, you will create and update content on our intranet to ensure the delivery of accurate and valuable content for our church leaders.

You will contribute to and organise integrated marketing and communications campaigns to promote Elim events, projects, resources and services to specific audiences, including our Elim ministers, church leaders, church members and the general public.

## **ABOUT US**

The Elim Pentecostal Church is a leading UK charity operating within the non-profit sector and is a growing church movement of hundreds of Christian congregations in the UK and Ireland.

Located in Malvern, the Elim International Centre is the base for Elim's ministry, training and administration departments, serving the denomination's churches and activities.

## **WHO WE ARE LOOKING FOR**

We seek an enthusiastic and experienced digital communications individual to promote the Elim Pentecostal Churches' ministry in the UK, increasing awareness and engagement with our external and internal audiences.

Our digital channels are essential for creating positive and personalised experiences for those who are engaged with the national ministry of Elim, so we are looking for a creative and passionate person to drive effective and innovative communications.

We are looking for someone with excellent communication skills, who is a fast learner and who has initiative. You will have demonstrable experience in website management and design (including editing HTML and CSS), and a passion for creating inspiring and engaging communications and digital assets.

You will be comfortable working with different types of electronic media and be familiar with creating, managing and updating website content.

As a highly organised self-starter with a flexible approach, you will have good attention to detail and efficiently plan and coordinate multiple tasks and projects.

You will be engaged by and committed to Elim's mission, vision and values, able to translate them into all aspects of your work, communicating them to a broad audience.

## **Essential skills and experience**

- Confident and competent writer with good communication skills
- Demonstrable experience in a digital role, including management of web, social media, digital communications and email strategy
- Knowledge and experience of Content Management Systems, creating and managing website content, along with search engine optimisation
- Experience in working with HTML and CSS to create modern promotional and inspirational promotional web pages from our website templates
- A clear understanding of how digital platforms contribute to an organisation's communications strategy and customer engagement
- Experience working with email marketing systems and analytics
- Experience working with social media, ideally in a business/organisation environment, creating and analysing engagement and effectiveness of campaigns
- Highly organised and efficient, with attention to detail, with the ability to manage deadlines
- Creative, innovative and passionate about digital communications
- A strong work ethic with a commitment to Elim's aims and values
- Enthusiastic and proactive, able to take the initiative and work autonomously
- Excellent team-working and influencing skills

## **Desirable**

- A confident and competent writer with good communication skills
- Experience in using Adobe Creative Suite software
- Experience deriving actionable insights from website and digital data, Google and YouTube analytics, Meta Business Suite, etc
- Knowledge of UK General Data Protection Regulation, Privacy and Electronic Communications Regulations, Direct Marketing and Fundraising Regulations.
- Experience in the use of Microsoft Office/365
- A degree or three years of experience in a communications-related field
- Experience in people and project management
- Experience in managing an online store and payment systems

# KEY RESPONSIBILITIES

## 1 - Design & Content

- Proactively create, edit and deliver various inspirational content for our digital channels that engage with existing audiences and attract new followers. This will include promotional web pages, images, graphics, videos and written content.
- Coordinate intranet content production across departments to ensure department teams create, publish and manage accurate and valuable content to assist church leaders in being effective in their roles.
- Keep up to date with digital content and social media best practices, identifying opportunities for new and improved ways to reach Elim's audiences, including creating new communication channels where appropriate.

## 2 - Digital Communications

- Manage Elim's website, intranet and social media presence under the direction of the Communications Manager, generating and maintaining content by working with colleagues across the organisation.
- Take a leading role in producing and scheduling email communications promoting news, features, resources, events and stories about Elim, including weekly updates to specific audiences.
- Manage the day-to-day production of content across social media channels to create a personalised and positive experience, helping to develop an emotional connection with our followers, and building an active and responsive online community.

## 3 - Planning & Reporting

- Analyse the organisation's digital communications performance and impact, generate regular reports and make recommendations for improvements.
- Assist in developing and producing our communications plan that helps deliver the organisation's objectives and various department ministries.
- Contribute to developing and delivering new social media strategies that increase engagement across our digital channels and grow our social media audiences.

## 4 - General

- Provide copywriting and editing support across our internal and external communications to maintain a consistent tone, style and messaging across all outputs.
- Act as a 'brand guardian' with other communications team colleagues.
- Ensure all our digital communications channels meet all current legal requirements.
- Undertake any other duties the employer may require to help achieve our organisational aims.

This is an outline of the responsibilities and duties of the Communications Officer. It is not an exhaustive list and may change from time to time to meet the organisation's changing needs. Any changes will be made in consultation with the post holder.

## HOW TO APPLY

<b>Location:</b>	Elim International Centre, De Walden Road, Malvern
<b>Salary:</b>	£22,000 - £24,000 pa
<b>Hours:</b>	36.25 hours (5 days) per week
<b>Annual leave:</b>	25 days plus bank holidays
<b>Contract type:</b>	Maternity cover – fixed term contract
<b>Working options:</b>	This role includes the flexibility of hybrid-working or remote working options, combined with visits to the office in Malvern. The exact nature of this will be mutually agreed upon with the Communications Manager.
<b>Additional benefits:</b>	Free on-site parking On-site dining room On-site gym and outdoor summer swimming pool
<b>Closing date:</b>	Monday 25 November at 9am
<b>Interviews:</b>	2 & 3 December

**As this role involves direct knowledge of Christian Ministry and you are expected to share the Christian gospel, a genuine occupational requirement exists for the post-holder to be a Christian who assents to the Elim basis of faith in accordance with the Equality Act 2010.**

If you feel this role might be right for you and have the qualities we seek, please email your application to **Alison Dunsmore, HR Manager**.

Your application should comprise of the following three things:

1. A full CV
2. Links to recent examples of relevant digital projects you have created. Eg web page design, written communications, emails, graphics, etc, with a summary explanation of the work.
3. A personal statement outlining your motivation, relevant experience and how you meet the essential skills, experience and requirements listed in this person specification.

If you do not provide these, your application will not be taken further.

**Please contact Alison Dunsmore – HR Manager**

[alison.dunsmore@elim.org.uk](mailto:alison.dunsmore@elim.org.uk) 01684 588937

Elim International Centre, De Walden Road, Malvern WR14 4DF

We reserve the right to close this vacancy early if we receive sufficient applications for this role. Therefore, if you are interested, please submit your application as early as possible.