

Communications Specialist



Job Description

Aims of the role

The Supporter Engagement Department is responsible for Wycliffe Bible Translators' advocacy, communications and fundraising. It comprises of the Advocacy, Fundraising, Projects and Key Supporter Liaison teams.

The Advocacy Team is responsible for external communications – advocating for Bible translation and language development on behalf of marginalised peoples – and regular internal communications. The Advocacy Team assist the wider Supporter Engagement Department in reaching ambitious communications and fundraising targets.

The Communications Specialist plays an important part in the Advocacy Team through producing written materials and tools for various communications platforms, both internal and external, online and offline.

In order to achieve the aims of the role the Communications Specialist engages proactively with supporters and Wycliffe's staff to enable them to journey with Wycliffe – to grow in their involvement and support – and to share in the joys and hardships of Bible translation.

Reports to: Advocacy Team Leader

Locations: The Clare Charity Centre, Saunderton, High Wycombe; **or** The Mount Business Centre, 2 Woodstock Lane, Belfast

Key tasks

The key tasks of the Communications Specialist will be in the following areas:

External email communications

- Oversee the production and sending of a monthly email newsletter
- Develop the content and design of the monthly email newsletter
- Develop strategies for increasing the reach of Wycliffe's email marketing and fundraising, as part of the overall supporter journey
- Develop new marketing and communication email offerings in alignment with the overall team goals
- Work with the Fundraising Team and Prayer Diary Editor to ensure continuity in content and delivery across all Wycliffe's email offerings.

Press releases

- Write and send regular press releases
- Develop online press release tools
- Develop the reach and impact of these press releases.

Online and offline marketing tools

- Create online and offline assets and marketing tools for use by Wycliffe teams, in particular the Church Engagement Team and People team

- Work with Wycliffe teams to understand and meet their marketing needs
- Ensure continuity between online and offline marketing assets
- Work with suppliers to deliver agreed marketing tools.

Writing

- As part of the wider team contribute to the delivery of articles for internal and external publications

Training new Wycliffe members

- Oversee the wider Advocacy Team's training of new Wycliffe members in the tools and skills needed to communicate effectively with their supporter base

General

- Edit colleagues' created marketing assets and tools in order to help them follow communication and style guidelines
- Contribute to internal organisational communication as required
- Work in coordination with the wider Supporter Engagement team to deliver strategic campaigns throughout the year
- Maintain a degree of flexibility to ensure that a growing team is able to meet the ambitious targets set for the team by the board
- Participate in team meetings and office prayer meetings, and in wider staff meetings as appropriate
- Any other duties commensurate with this post.

Person specification

Skills and experience

Essential

- IT literate, proficient in the use of Microsoft Office packages (including Publisher) and Google Docs
- Able to edit images, using Photoshop and Irfan view in particular
- Experience of online marketing software, in particular Campaign Monitor
- Excellent written English and grasp of English grammar, able to edit content within the brand standards to a variety of lengths and for various audiences
- Experience of writing email and marketing communications
- Excellent feel for visual design and eye for detail
- Good interpersonal communication skills and a clear and friendly telephone manner
- Good understanding of user journeys and how different audiences deepen their engagement with an organisation through multiple channels
- High degree of personal organisation and self-management, with the ability to prioritise, multitask and work to deadlines.

Preferred

- 5+ years' experience in a communications role
- Educated to degree level or equivalent

- Experience of writing and sending press releases
- Experience of Salesforce or other client relationship management databases, including running database queries and campaign analytics
- Knowledge of data protection implications and GDPR requirements
- Good understanding of the UK church constituency
- Experience of developing and using online surveys to research constituencies e.g. Survey Monkey.

Personal qualities

- Passionate about Wycliffe's aims, and personally committed to cross-cultural mission
- Able to work well with others as part of a small team
- Able to take appropriate initiative
- Trustworthy and honest.

Other Requirements

This role requires the postholder to reflect Wycliffe's ethos and values through their work to Christians and Churches across the UK. It is therefore an Occupational Requirement that the post holder be a committed Christian who assents to Wycliffe's Statement of Faith.

Applicants must be able to prove that they have the legal right to work in the UK.

Further information

Working hours

Normal office hours are 9 am – 5.30 pm, Monday to Friday, with one hour for lunch. Some evening and weekend work will be required, for which time in lieu will be given.

Annual Leave

Full time employees are entitled to 33 days' annual leave, to include public holidays and the office closure between Christmas and New Year.

Salary range

£26,000 - £29,000

Term of appointment

This is a permanent post with a probationary period of six months.