

Digital Communications & Marketing Manager

Our aim at Christianity Explored Ministries is to help people meet Jesus in the pages of Scripture so that they love, live and tell the Good News. We produce a range of materials which introduce Jesus Christ to those unfamiliar with his message.

This is an exciting time to be joining Christianity Explored Ministries. Over the past ten years our team has focused on developing three evangelistic resources: Christianity Explored, Discipleship Explored and, most recently, Life Explored. We are now seeking to grow our team to promote them creatively and effectively so that they reach the widest possible audience.

We are looking for someone who can:

- extend the reach and impact of CEM through communication channels
- bring marketing insight and leadership to our content and channels
- be responsible for the development and delivery of our digital strategy
- be able to create relevant and engaging content for multiple audiences
- develop and manage monitoring tools to measure content effectiveness
- support communication objectives across the ministry

Key Duties and Responsibilities:

The post-holder will have demonstrable experience in a communications role at a strategic level, be an experienced and committed team player with an infectious enthusiasm for reaching people with the Gospel and able to manage digital media channels to ensure efficient and effective delivery towards shared objectives.

Reporting to the Operations Manager the main role of the Digital Communications & Marketing Manager is to:

- bring marketing insight and leadership to our content and channels, including collaboration with our publishers for product marketing and development
- be responsible for the development and delivery of our digital strategy, including website(s), apps, social media and digital delivery of course materials
- create and commission engaging content to captivate new and diverse audiences
- develop and manage monitoring tools to measure content effectiveness
- support communications objectives across the Global ministry, providing input and advice for engagement with donors, churches and ministry partners
- carry out any other duties within the scope, spirit and purpose of the job, as requested.

Our goal is to support existing church networks as well as reach into a wider and more diverse number of denominations and churches across the UK and around the world.

The person appointed will:

- possess a relevant degree or equivalent specialist experience
- have experience of communications and developing digital strategy and measuring audience engagement
- possess a working knowledge of Google Analytics and/or similar measurement tools
- possess a strong affinity for the possibilities of digital and new media
- ideally have skills in graphic design and photography/videography
- possess good creative judgement
- be a committed Christian in complete sympathy with the evangelistic mission of Christianity Explored Ministries
- be a self-starter and be able to work collaboratively within and across teams
- be able to work accurately with attention to detail and see projects through to completion
- be self-motivated, disciplined and able to prioritise tasks
- have good administrative and organisational skills
- be committed to maintaining high standards of professionalism in the team
- be able to communicate in a professional and friendly manner in written media, telephone, and in person
- be highly computer literate (preferably with Google Drive and Apple™ Macs)
- have exceptional writing and editorial skills
- be a key part of the CEM team contributing to ongoing discussions and ideas concerning its ongoing ministry.
- have permission to work in the UK by the start of their employment

Other details:

Responsible to: Operations Manager
Location: Based from CEM office in Central London, option of flexible work arrangement (following induction period)

Hours: 37.50 per week (lunch breaks of one hour are unpaid)
Salary: £25,000 - £30,000 based on experience of successful candidate

Benefits: Generous pension scheme, staff discount on CEM resources
Holiday: 20 days + 8 paid public holidays

Application Process

If this role is of interest to you please forward your CV and covering letter to: Louanne Enns, Operations Manager, Christianity Explored, 14 Harley Street, London, W1G 9PQ or email: louanne.enns@christianityexplored.org

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