



VISION STATEMENT: THE HIGHEST GOAL OF ALL WE DO IS TO BRING PEOPLE TO FAITH IN OUR LORD AND SAVIOUR JESUS CHRIST AND AN EXPERIENCE OF THE ABUNDANT LIFE THAT ONLY HE CAN PROVIDE.

JOB DESCRIPTION

JOB TITLE:	Social Media and Email Communications Manager
RESPONSIBLE TO:	Head of Communications
DEPARTMENT:	Communications and Fundraising
INTERNAL RELATIONSHIPS:	Communications team, Operations and Resources team, Supporter Engagement team, Department for World Mission
EXTERNAL RELATIONSHIPS:	Social media agencies, marketing agencies, designers, campaign specialists
JOB TYPE/HOURS:	Nine-month fixed-term contract 3b

JOB OVERVIEW

The Social Media and Email Communications Manager is responsible for ensuring that BMS World Mission is being promoted effectively across all social media channels and that our email communications cohere to a singular vision. You will be responsible for driving forward the social media and email strategy and policy as well as developing and implementing audience and channel-appropriate creative solutions.

In this role you'll report to the Head of Communications and will be responsible for the management of our Social Media Executive. Together you will create our social media content, ensuring we stay on top of emerging trends and that our messaging is delivered in an accurate and effective way. We want you to create engaging, enlivening, enlightening content on Facebook, X (formally known as Twitter) - plus the possibility of additional platforms - to inspire people to connect with world mission and the global church. In doing so, you'll be expected to draw on all your knowledge of each platform, and to develop your ability to create appealing, informative copy, video, graphics and images that resonate with our audiences.

When it comes to email, we are looking for someone to take our myriad emails by the scruff of the neck and shape them into a purposeful body of supporter communications, from strategy and planning through processes, content analysis, benchmarking, digital journeys and all the way on through to brand vision and connection.

ROLE AND RESPONSIBILITIES

1. SOCIAL MEDIA

- To implement the organisation's social media strategy and responsibility for BMS' social media presence
- To develop and implement key social media campaigns around appeals and other events including Christmas, Harvest and relevant activism days
- To report monthly on the social media analytics and key takeaways to the Communications Team
- To establish social media goals (KPIs) based on campaign analysis, industry forecasts and wider communications objectives
- To manage the production of multi-media content, including photography, video, infographics and social

media templates, across our social media channels

- To manage relationships with key stakeholders to support social media delivery, including briefing and managing external agencies or the Communications Team or Department for Fundraising and Communication internally
- To lead on high-quality market intelligence gathering to inform audience engagement strategies that promote the BMS story and generate greater support
- To maintain up-to-date knowledge of social media trends, thinking and technologies and to think creatively to develop new campaigns, learning from past projects and venturing into new territories

2. EMAIL COMMUNICATIONS

- To implement the organisation's email communications strategy and responsibility for BMS' social media presence
- To lead on the distribution and development of the BMS' suite of emails, including our weekly email update, church resource newsletter and new supporter digital journeys
- To report monthly on the email communications analytics and key takeaways to the Communications Team
- To establish email communications goals (KPIs) based on campaign analysis, industry forecasts and wider communications objectives
- To manage relationships with key stakeholders to support the delivery of your email communications strategy, including briefing and managing external agencies or the Communications Team internally
- To maintain up-to-date knowledge of email marketing trends, thinking and technologies and to think creatively to develop new campaigns, learning from past projects and venturing into new territories

3. LEADERSHIP AND MANAGEMENT

- To line manage the Social Media Executive in accordance with BMS values, policies and procedures
- To work in accordance with BMS values, policies and procedures

4. OTHER DUTIES

- Participate in the development of organisational culture through prayer, staff away days, organisational events, training, and consideration for those we serve overseas and our UK supporter base
- Work in accordance with BMS values, policies and procedures
- Such other duties as your line manager may from time to time consider necessary and suitable
- Specific learning and development opportunities that support organisational development
- Specific learning and development as agreed with your line manager related to your role

PERSON SPECIFICATION

SKILLS, KNOWLEDGE AND EXPERIENCE

Essential

Demonstrable experience of managing a brand presence across different social media platforms

Demonstrable experience of developing social media audiences

Demonstrable experience of managing the content and distribution of email newsletters and/or email marketing campaigns

Preferred

Demonstrable experience of managing people

Evidence of continuous learning within the field of digital marketing

Experience in charity communications

Demonstrable experience of marketing high-profile fundraising appeals or advertising campaigns

Experience of managing external relationships with creative agencies and individuals

Understanding and affinity with the key elements of ethical storytelling

Understanding of BMS World Mission and our support base

Awareness of current trends in Christian communications

Understanding of charity communications and appeals and their design elements

Understanding of key design principles for graphic, video and digital media

PERSONAL QUALITIES

Essential

Mature, faithful and professional approach to the task and the team

Work relationally and collaboratively

Keep up to date on relevant specialism, qualification

Comfortable with expression of values as inspired by Jesus Christ

An understanding and appreciation of BMS' mission, values, and goals

Preferred

Demonstrable servant leadership qualities

Be self-aware, be comfortable with vulnerability and remain resilient

Be creative, adaptable, take initiative and be comfortable with risk

SPECIFIC OCCUPATIONAL REQUIREMENTS

The job-holder must have the right to live and work in the UK