



Job Description

Communications and Engagement Team Manager

Team:	Communications and Engagement Team Responsible to: National Director Responsible for: Connections Co-ordinator, Communications and Prayer Co-ordinator, Young Adults & Digital Engagement Co-ordinator Other key working relationships: Great Britain and Ireland (GBI) Country Team, People Care Team, Finance Team
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Summary:	Contribute to the strategic goals and operational objectives of the organisation. Utilising communications, promotions and management of external relationships, facilitate the Interserve GBI Strategy through; <ul style="list-style-type: none">• Development, management and implementation of the Communications Strategy for Interserve GBI and its publications;• Ensuring that communications and information-flow across the organisation are effective and co-ordinated;• Management of Interserve's fundraising approach and activities;• Oversight of the work of the Engagement Team in linking with churches and individuals;• Building an effective online and social media presence that supports the objectives of engagement, including appropriately targeted media traffic that best serves Interserve's different audiences.
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Role:	<p>Main areas of responsibility:</p> <p>Leadership</p> <ul style="list-style-type: none"> • Prayerfully contribute to organisation-level leadership discussions, including in relation to communications, fundraising and connecting strategies. • Manage the Communications and Engagement budgets and prepare on an annual basis. <p>Engagement Strategy</p> <ul style="list-style-type: none"> • Ensure Interserve GBI has a communications and promotions plan that: • Raises the organisation’s profile and expands its support base; • Inspires and engages supporters, Partners and churches to get involved in cross-cultural mission to those from Asia and the Arab World locally and overseas; • Strengthens the organisation’s voice and messaging. • Ensures a joined-up strategy throughout the various on and offline communication streams and using relevant metrics to strengthen engagement. • Is appropriately and consistently branded <p>Prayer</p> <ul style="list-style-type: none"> • Ensure prayer is a priority across Interserve publications, • Grow the engagement of supporters, the tools used for promoting prayer and dissemination of information. <p>Donor Relations and Fundraising</p> <ul style="list-style-type: none"> • Develop and manage a fundraising strategy that nurtures and grows the network of individuals and trusts that contribute to Interserve’s work. • Ensure communications, donor relations and fundraising activities are co-ordinated. • Ensure fundraising activities are in-line with the Interserve GBI strategy and Interserve values. • Execute fundraising initiatives as agreed by Interserve GBI leadership. <p>Connecting</p> <ul style="list-style-type: none"> • Support the Connections Co-ordinator • Ensure that the work of the Engagement Team is integrated into the Communications and Promotions Strategy <p>Social Media and Digital Engagement</p> <ul style="list-style-type: none"> • Oversee the development of the work and strategy to increase engagement with young adults through digital media and face to face events.
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Other:	<ul style="list-style-type: none"> • Attend and participate in Christian worship and prayer on a regular basis and able to lead prayers, • Accept any such tasks in line with the above core activities which may from time to time be required to further the work of Interserve, • Represent Interserve internally and externally, • Participate in a Continuous Staff Review process, agreeing and reviewing objectives in conjunction with the National Director.
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