

## The Baptist Union of Great Britain

### Role Profile: Creative Writing & Communications Support

<b>Job title:</b>	<b>Creative Writing &amp; Communications Support</b>
<b>Reports to:</b>	<b>Content &amp; Media Relations Manager</b>
<b>Direct reports:</b>	<b>None</b>
<b>Location</b>	<b>Baptist House, Didcot</b>

#### A Main Purpose and Context of the Role

Working primarily within the Support Services Team, alongside the wider Specialist Teams in Baptists Together to deliver high quality communications across Baptists Together and, where appropriate, to external partners and organisations

#### B Key Responsibilities

##### Writing and Content

- Working closely with other members of the Communications Team to produce high quality written content for our various communications channels and publications.
- To participate in visits to churches, pioneer settings, and other Baptist groups and organisations to support the development of a broad range of stories, in liaison with the Content & Media Relations Manager.
- Work with the Content & Media Relations Manager to support editing of stories and articles for online and print publications.

##### Technical Support

- Build and maintain a high-quality, accessible, appropriately licenced image library for national use.
- Maintain oversight of the Baptists Together online shop including regular stock review and liaison with the fulfilment company to resolve customer queries in liaison with other colleagues as required / beneficial.

**Website**

- Provide training to other members of staff on updating the website and emails and offer ongoing support and guidance.
- Provide and maintain secure access to secure areas of the website.

**Other**

- To provide appropriate communications and technical support to Baptist events such as Assembly, as required.
- Undertake any other reasonable duties as requested by the Support Services Team Leader.

**Changes to this role profile**

This role profile is designed to be illustrative rather than exhaustive. The Baptist Union may add to the responsibilities of the Creative Writing & Communications Support any tasks or activities that they see as relevant and appropriate to the role and will discuss any such additions with the post-holder.

## C Culture and Working Style at BUGB

Across our Union our culture and working style is still developing, and can be best described in the following words:

**Our vision as a movement is “to grow healthy churches in relationship for God’s mission.”**

The Baptist Union of Great Britain is committed to *intentionally* developing a culture where we...

- **Seek to be a movement of Spirit led communities.** As those who have encountered the living Christ, to intentionally seek his will and purpose for our local churches and every expression of our shared life. (Galatians 5:22-25)
- **Feel like one team** – celebrating diversity; valuing, respecting and trusting each other as we work together in partnerships - making sure everyone feels included and listened to. (I Corinthians 12:24b-27)
- **Embrace adventure** – being serious about discipleship, willing to take risks, pioneer and move out of the comfort zone of familiar ways of doing things. (Matthew 28:18-20)
- **Inspire others** – with a generosity of spirit, energise and motivate people to be all that God created them to be. (Ephesians 5:1 & 2)
- **Share a Hunger** for God’s coming Kingdom – nurturing a “holy discontent” that arises from our desire to give practical expression to our vision of God’s purpose for creation - confronting evil, injustice and hypocrisy and challenging worldly attitudes to power, wealth, status and security both within and beyond our Union. (Matthew 6:9 & 10)

We expect all staff working as part of the national specialist teams to model high standards of professional and personal behaviour, and to work in ways that demonstrate our values to those we work with and support.

## **D Personal Attributes and Experience**

### **Essential**

- Can evidence capability and passion for written storytelling, reporting, and article development
- Excellent written skills
- Capable of creating and managing bulk emails
- Able to work precisely and accurately
- A strong eye for detail including the ability to proofread
- Capable of delivering technical training to small groups
- Confidence in using Microsoft products such as Word, Excel, PowerPoint and Teams
- Ability to travel and interact with churches to develop articles and accurate and inspiring storytelling

### **Desirable**

- Experience of journalism, written article development, or storytelling
- Experience of editing others' written work
- Professional experience of social media use
- Experience of Christian communications
- Can process and comment on Google Analytics
- Photography, and film making skills

### **Knowledge and Abilities**

- Understands why and how communications have changed in recent years and where it may go in future years
- High quality written English language skills
- Can question current solutions whilst balancing the needs of the organisation

### **Personal Qualities**

- Friendly, patient with a confidence to liaise and work with a variety of people in different contexts
- Can work well in a small team and be able to work independently
- Able to focus on detailed work for long periods
- A positive outlook, motivated by both team effectiveness and personal development

### **Christian ethos**

The Baptist Union of Great Britain is a Christian denominational body and as such, it is important that you can show an understanding of and sympathy with the ethos and values that we work to, as described earlier in this role profile.

### **Salary and practical arrangements**

This role is offered on a full-time basis, working in our modern offices at Baptist House, Didcot. A mix of home and office working is the norm.

The salary range for this role is between £24,000 and £26,000 per annum, dependent on experience

We also offer a range of staff benefits including:

- a contributory pension scheme, which includes life assurance cover
- a Cycle to Work scheme through salary exchange
- An electric car leasing scheme
- a voluntary benefits package (Perkbox) that gives discounts for a wide range of everyday expenditure (eg supermarkets, high street retailers, restaurants, cinema tickets)
- free parking at our Didcot offices

We provide good training and development support for new joiners, and on an ongoing basis, as well as regular feedback on performance and progress.

### **How to apply**

To express your interest, please send a current copy of your CV and a covering letter explaining why you are interested in the role to Rachel Stone, HR and Safeguarding Team Leader, at the email address or postal address shown below:

Email: [opportunities@baptist.org.uk](mailto:opportunities@baptist.org.uk)

Post: HR Team  
Baptist House  
PO Box 44  
129 Broadway  
Didcot, Oxon  
OX11 8RT

If you would like to discuss the role before applying, please contact us and we will arrange for you to speak with our Communications Manager, Mike Lowe.

Closing date for applications is 9.00am on Friday 10<sup>th</sup> July 2026 and first interviews will take place in person at Baptist House (at the address above) on 22<sup>nd</sup> July 2026.