

CHRISTIANITY
EXPLORED
MINISTRIES

Communications Manager (maternity cover)

Our aim at Christianity Explored Ministries is to introduce people to Jesus in the pages of Scripture so that they love, live and tell the Good News. To do this we produce a range of materials which help Christians to share their faith honestly, clearly and biblically.

This is an exciting time to be working at Christianity Explored Ministries, with a new Youth course recently launched and a new edition of our flagship Christianity Explored course in production. Our Communications Manager — who plays a key role in bringing our courses to new audiences as well as keeping our current user base well informed — will be going on maternity leave this summer, creating a great opportunity for an experienced communications professional to oversee marketing and comms at this crucial time.

Job Title:	Communications Manager (maternity cover)
Salary:	In excess of £36,000 pro rata per annum, depending on experience.
Location:	Central London
Hours:	The role is currently 4 days/30 hours per week, but we may be able to offer some flexibility in this This role will be offered on a temporary basis to cover maternity leave for a period of up to 12 months
Reports to:	UK National Director
Annual Leave:	20 days, plus pro-rata bank holidays (based on working four days per week)

Job Summary

The Communications Manager (maternity cover) will provide a full marketing and communications service to the UK team for the duration of the maternity leave. This will include formulating and carrying out marketing communications plans for the big projects we have scheduled for the coming 12 months, as well as keeping our website and social media accounts up to date with fresh and engaging content.

Key duties and responsibilities

Branding and messaging

- Supporting the Product Development Director in a big new project to identify compelling and effective branding for CEM and each of its core resources.
- Working with our marketing consultants to develop engaging new messaging.

Marketing and community-building

- Review the CEM Marketing Plan for the next 12 months, with a focus on keeping our core user base well informed about our products, and making a compelling use case to our priority potential users. This will include:
 - Running our Christmas outreach, to focus on our Hope Explored course.
 - Creating a fresh campaign for Easter 2025 pointing to our Discipleship Explored course as a Lent resource.
 - 25-year anniversary engagement campaign, to focus on supporter growth and fundraising
 - Pre-launch activities for our new Christianity Explored course.
- Support CEM's International Team to raise awareness in the UK of the worldwide community of CEM users.
- Take a lead role in running CEM's annual supporter event and form a strategy for our presence at conferences, including identifying creative communications ideas and clear messaging guidance, and providing on-the-ground organisation.

Fund-raising

- Support the UK National Director and Finance and Operations Manager to create a new fund-raising plan and oversee its implementation.
 - Direct and coordinate fund-raising communications to ensure that donors are well nurtured and kept appropriately informed about the ministry's activities.
 - Create strategies to bring CEM to the attention of those who aren't yet supporters, but who are likely to be interested in partnering with us.

Person specification

- Excellent written communication skills, demonstrated through a portfolio of prior work (which may include articles, blog posts, scripts, newsletters and press releases)
- Significant experience in digital marketing and communications and a thorough knowledge of current best practice around the use of social media. Will have previously led successful social media campaigns and be able to demonstrate what they did, why the campaign worked, and how success was measured.
- Brimming with ideas about how to successfully engage under-35s to encourage them to use CEM resources and support the ministry financially.
- Organised and strategic thinker who can set clear and coherent goals and make effective plans to meet them.
- Excellent interpersonal skills, and a passion to manage team members so that they develop and flourish.
- Educated to degree level or equivalent.
- Enthusiasm for the mission and ethos of Christianity Explored Ministries.
- Have permission to work in the UK by the start of their employment.

How to apply:

To apply, send the following to recruitment@christianityexplored.org:

- CV
- Completed application form
- A covering letter explaining why the role is of interest to you and how you meet the person specification

Closing Date: Friday 10th May 2024

Interviews: Wednesday 15th May 2024

Starting Date: As soon as possible thereafter