



VISION STATEMENT: TOGETHER WE ARE WORKING FOR A WORLD WHERE ALL CAN EXPERIENCE FAITH IN CHRIST AND THE ABUNDANT LIFE THAT ONLY HE CAN PROVIDE.

JOB DESCRIPTION

JOB TITLE:	Head of Communications
RESPONSIBLE TO:	Director of Fundraising and Communications
DEPARTMENT:	Communication and Fundraising Department
INTERNAL RELATIONSHIPS:	Communications Team; Supporter Engagement Team; Operations and Resources Team; Executive Director Team; UK and Intl staff
EXTERNAL RELATIONSHIPS:	Baptist Unions; Partners; UK churches; individual supporters; missiologists; Christian interest groups suppliers and contractors.
LOCATION:	UK (Didcot) which can be hybrid
CONTRACT LENGTH:	Full time, permanent
GRADE:	

JOB OVERVIEW

A passionate advocate for the role BMS World Mission plays in sharing the good news of Jesus and practical help where it is needed most, this role is responsible for the strategic messaging, brand guardianship and creation of creative communications across print, digital and social media channels.

This role works strategically with the Director of Fundraising and Communications, the Head of Operations and Resources and the Head of Fundraising in the overall management of the Communications and Fundraising Department.

Managing a team of communications specialists, the role will work to inspire existing and new audiences in to a deeper relationship with BMS, helping them to understand the role they can play in bringing about a world where all can experience faith in Christ and the abundant life only he can provide.

ROLE AND RESPONSIBILITIES

1. DELIVER STRATEGIC MESSAGING AND BRAND MANAGEMENT

- To oversee and direct the content and strategic messaging of all BMS' external facing communication channels in order to ensure that high levels of quality are achieved across print, digital, social media, media activities and events.
- To ensure BMS' brand identity – tone of voice and design – is consistently delivered across all pieces of communications, to the satisfaction of internal stakeholders and the expectations of external audiences.

- To drive forward creativity and innovation and lead on the creation of new integrated campaigns that will consider how best to use print, digital and face to face channels in order to raise awareness of BMS increase support for its mission.
- To oversee house style compliance across messaging, editorial and visual standards.

2. DEPARTMENTAL RELATIONSHIPS AND REPRESENTATION

- To work collaboratively with the Director of Fundraising and Communications and other departmental leaders to help develop the vision, culture and annual plans of the department.
- To advise external stakeholders, key supporters and partners both in the UK and overseas, on the communications goals of the organization.
- To contribute to the crafting of communications going out in the name of Directors.
- To lead on messaging for crisis communications and questions from media outlets.
- To be an active member of the Crisis Management Team, and contribute to discussions and procedures relating to Communications issues within crisis management.

3. LEAD CREATIVE FOR EXTERNAL MARKETING COMMUNICATIONS

- To provide expert level writing and editing for key publications and audiences, and lead those delivering BMS' written and audio-visual products – demonstrating an instinct for knowing what messaging will best connect for different audiences.
- To work closely with the Head of Fundraising in order to deliver significant funding appeals, demonstrating expertise in how to craft a call to action.
- To maximise the effectiveness of the BMS website as a shopfront for BMS and to work with the team to think about how to take people on a journey in to a deeper engagement with BMS
- To lead on the delivery of social media campaigns
- To lead on strategic messaging for live events, including on stage scripting
- To maintain a focus on excellence and continuous learning, analysing results so that future innovation is built on past success and an understanding of our audience

4. PEOPLE MANAGEMENT AND DEVELOPMENT

- To line manage members of the team in accordance with BMS policies and procedures, growing a culture where team members feel able to bring of their best.
- To coach, train and develop the skills and confidence of members of the Communications team
- To increase capacity in written and live presentation communications undertaken by staff, volunteers and partners by helping to deliver coaching and training.

5. BUDGET RESPONSIBILITY

- To be responsible for budgets pertaining to print publications, content gathering trips, digital, technical equipment and design
- To oversee the relationship with internal and external stakeholders

6. OTHER DUTIES

- Work in accordance with BMS values, policies and procedures.
- To undertake other duties commensurate with the position and agreed with the Director of Fundraising and Communications.

PERSON SPECIFICATION

SKILLS, KNOWLEDGE AND EXPERIENCE

Essential

A track record in delivering a range of communications across print and digital channels

Proven track record of impactful communications innovation that has resulted in measurable outcomes

Proven brand management experience

Excellent written and verbal communication skills

Ability to develop exciting approaches to communications that motivate audiences to respond

Proven art direction skills
Management experience
Self motivated and an ability to prioritise in a deadline orientated environment
Ability to work independently, including proficient MS Office skills, and to work flexibly in a small multi disciplinary team
Fluency in English

Preferred

Experience in editorial management of print productions
Experience in curating and managing public facing websites
Skills in graphic, video and audio editing software
Understanding of fundraising
Understanding of contemporary mission
Theological literacy
Understanding and experience of UK third sector markets

PERSONAL QUALITIES

Essential

Excited about collaborative working that fosters an open, honest and supportive workplace culture
Mature, faithful and professional approach to work
Take confidentiality seriously and appropriately
Demonstrate servant leadership qualities
The ability to work with a variety of theologies and worldviews
Be self aware, be comfortable with vulnerability and remain resilient
Must be target-driven.
Work relationally and collaboratively.
Be self-aware, be comfortable with vulnerability and remain resilient.
Be creative, adaptable, take initiative and be comfortable with risk.
Comfortable with expression of values as inspired by Jesus Christ.
Personal values align with BMS' mission, values, and goals.

SPECIFIC OCCUPATIONAL REQUIREMENTS

The job-holder must have the right to live and work in the UK.
The job-holder must be a committed Christian, fully in sympathy with the BMS vision statement.

SAFEGUARDING:

A basic DBS check is required