



**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**

<b>JOB TITLE:</b>	Creative Content Manager (Maternity Cover)
<b>RESPONSIBLE TO:</b>	Head of Communications
<b>DEPARTMENT:</b>	Communications and Fundraising
<b>INTERNAL RELATIONSHIPS:</b>	Communications Team, Operations and Resources Team, Department of Communications and Fundraising, Mission Personnel, Department for World Mission
<b>EXTERNAL RELATIONSHIPS:</b>	Designers, writers, videographers, partner organisations, networks, supporters
<b>LOCATION/TRAVEL TO:</b>	Office-based in Didcot at least 1 day a week and hybrid if desired
<b>JOB TYPE/HOURS:</b>	Full time, maternity cover
<b>GRADE:</b>	Grade 4, Professional

## **JOB OVERVIEW**

**As a senior member of the Communications team, the Creative Content Manager shapes BMS World Mission's communications messaging and has responsibility for story gathering and storytelling of BMS' work across the globe and across a wide range of media.**

As part of fulfilling that responsibility, the Creative Content Manager manages the Writer and the Video and Photo Content Producer, ensuring that their work fulfils briefs and aligns with content strategy.

The Creative Content Manager also performs the role of lead writer and editor on key fundraising materials for churches and for individuals, and oversees the copy editing and messaging of all BMS content for external audiences, including publications, church resources, emails, web posts and social media campaigns as well as emerging media and PR.

## **ROLE AND RESPONSIBILITIES**

### **1. CREATIVE DIRECTION AND CONTENT CREATION**

- Lead writer and editor for the Communications Team, writing, commissioning, and editing material of all kinds for print, digital and multimedia platforms
- In consultation with the Head of Communications, helping to shape the strategic, corporate voice of BMS

## World Mission

- In consultation with the Head of Communications and the Head of Fundraising, shaping the messaging for appeals and key fundraising resources for churches and individuals
- Overseeing the messaging of publications, including the Writer's work in their editing of Engage, the BMS magazine, and the BMS Prayer Guide, covering daily prayers each quarter
- Managing and shaping international on location reporting providing stories from BMS partners and projects for all BMS channels, including publications, fundraising appeals, church resources, emails, web posts and social media campaigns
- To oversee, direct or manage relationships and direct reports' relationships with freelancers and external agencies to support the delivery of communications and appeals materials
- Managing the Video and Photo Content Producer in their updating of content in BMS' asset library, Resource Space
- Manage, develop and instruct all relevant project managers and those that commission external writers on the BMS tone of voice, messaging objectives and style guide

## 2. OTHER DUTIES

- Participate in the development of organisational culture through prayer, staff away days, organisational events, training, and consideration for those we serve internationally and our UK supporter base.
- 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

## 3. LEADERSHIP AND MANAGEMENT

- Line managing the Writer, the Video and Photo Content Producer and, if relevant, any content apprentice or intern
- Contribute to the content and communications strategy of the team within your area of expertise and responsibility, alongside the Creative Production Manager
- Working in collaboration with the Creative Production Manager to implement the content and communication strategy under the direction of the Head of Communications, including planning for social media, emails, web resources and print communications
- Work and line manage in accordance with BMS values, policies and procedures
- Work in accordance with BMS values, policies and procedures

## 4. SUPPORTING AND SHAPING STRATEGY DEVELOPMENT AND IMPLEMENTATION

- Develop and maintain BMS Department of Communications and Fundraising messaging calendar, ensuring messaging is coordinated across all BMS channels and external audience touch-points, under direction of Head of Communications
- Lead on knowledge of BMS partners and programmes around the world
- Responsible for maintaining Communications Team relationships with the Department of World Mission, mission workers and partner organisations
- Responsible for maintaining policies and standard operating procedures for working with partners, contractors and beneficiaries in story gathering activities
- Think creatively and develop new approaches for story gathering, learning from past projects and venturing into new mediums and ways of working with partners, creative contractors and beneficiaries

# PERSON SPECIFICATION

## SKILLS, KNOWLEDGE AND EXPERIENCE

### Essential

A relevant professional and educational qualification or experience working within the field Demonstrable experience of excellence in writing and editing for print and digital audiences  
Demonstrable experience of writing high-profile fundraising appeals

### Preferred

Training and courses in related areas

Experience in charity communications  
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 print, graphic, video and digital media  
Previous experience in a faith-based charity

## **PERSONAL QUALITIES**

### **Essential**

Mature, faithful and professional approach to the task and the team  
Take confidentiality seriously and appropriately  
Work relationally and collaboratively  
Keep up-to-date on relevant specialism and/or 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, 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  
The job-holder must be a committed Christian, fully in sympathy with the BMS vision statement.

### **SAFEGUARDING:**

A basic DBS check is required