

Maternity Cover

Young Adults & Digital Engagement Co-ordinator

Job Description

Team:	Name of Team: Engagement Team Responsible to: Communications and Engagement Team Manager Other key working relationships: Communications & Fundraising Co-ordinator, Communications & Prayer Co-ordinator,
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Summary:	The aim of this role is to co-ordinate Interserve engage 18- 30-year-olds in Christian mission using digital tools and platforms and in-person interactions. As part of the Engagement Team, the role will contribute to Interserve's wider efforts to grow engagement in Christian mission through strategizing and implementing successful digital activity and campaigns.
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Role	<u>Digital Communications:</u> • Create and implement strategies and campaigns to help Interserve engage 18-30 year olds with Christian mission • Co-ordinate initiatives to grow 18-30s engagement with Interserve's social media channels and activity • Manage Interserve's GBI website, use SEO to improve visibility, update content, create new pages • Create email marketing campaigns, including appeals, prayer events, online gatherings for young adults • Create Christian content across all digital channels, YouTube shorts, reels, visual content, working with ISV contacts to create an authentic narrative of mission in the UK and across the globe • Design graphics and videos using Canva. • Research and testing new digital tools to improve visibility and engagement with the mission of ISV with young adults (Equivalent of 3 days per week) <u>In-person events:</u> • Promote, organise and attend in-person Christian mission events designed to grow engagement of 18-30s in mission. (Equivalent of 1 day per week) Other tasks: • Attend and participate in Christian worship and prayer on a regular basis; this may include being asked to lead/help 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 • Participate in the Continuous Staff Review (CSR) process, via regular 1:1 meetings with the Line Manager. Location: • Hybrid, minimum of two days per week in the office. Some national travel (up to 5 days per month)
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