

Communications Manager

JOB DESCRIPTION

BACKGROUND

Latin Link is an international community with a calling to love and serve God and our neighbour. We are a multi-directional Christian mission agency. Most of our members serve in Latin American countries; others come from Latin America to work in Europe and elsewhere. The Latin Link Britain and Ireland team has its main office in Reading.

PERSON SPECIFICATION

Latin Link is looking for a natural storyteller with an active Christian faith to inspire and engage the church across Britain and Ireland to step into the story of God's global mission. You will plan, develop and deliver an innovative communications programme across digital and print media. You will love creating video content, writing, and thrive on sharing the stories of a wide variety of people.

It is a genuine occupational requirement for the post holder to be a Christian. You should be comfortable working in an interdenominational Christian organisation and in agreement with Latin Link's Statement of Faith and Mission Statement.

We cannot consider applications from those who do not have the right to work in the UK.

MAIN RESPONSIBILITIES

- Manage our social media channels, creating engaging content and developing a strategy for their effective use
- Manage and develop the Latin Link Britain and Ireland website
- Create strong, effective materials for all aspects of marketing communication, including videos, leaflets, display materials, online promotions and email campaigns
- Develop the visual identity of the Latin Link
- Write, edit and project manage the production and distribution of *Latinfile*, our annual magazine, and our Annual Report
- Work collaboratively across the organisation on projects involving mobilisation, fundraising and communications
- Communicate regularly with current members and teams to ensure a steady supply of stories, photos and video for wider communication
- Coordinate ePrayer, our fortnightly prayer email, and eNews, our monthly church leader email
- Set and manage the communications budget
- Manage volunteer contributors

WORK SKILLS AND EXPERIENCE

Essential

- Experience of using social media to inspire and engage
- Experience of developing digital content (graphics and video) using Adobe suite (or equivalent) for a digital audience
- Ability to draw out stories in conversation with others and transform them into engaging written content
- Ability to apply biblical themes in communication in order to mobilise the church for global mission
- Ability to work to deadlines and prioritise a varied and busy workload

Desirable

- Experience of working for a charity, mission agency or church
- Experience of living / serving in a cross-cultural environment
- Experience of digital marketing
- Experience of copy editing
- Knowledge of Spanish and Portuguese

TEAM CULTURE AND ETHOS

We believe that prayer is foundational to Latin Link fulfilling its mission to see vibrant, Bible believing Christian communities in every part of Latin America, impacting their neighbours, their societies and the wider world.

Alongside the specific requirements of the role, we have a set of positive expectations of everyone who works as part of Latin Link. We ask each member of our team to be:

- Passionate about world mission with some understanding of issues relating to living and working cross culturally
- Committed to the Latin Link team and keen to further the work of the fellowship in every way possible
- Endeavouring to grow in discipleship and discover their gifts/calling
- Willing where possible to raise financial resources for Latin Link and promote the organisation
- Actively engaged in continuing personal development: learning through participation in professional development opportunities as well as from experience and feedback
- Able to work effectively in a team and willing to use their skills in ways which build up others
- Trustworthy, diplomatic and able to keep confidentiality
- Willing to give time to create strong working relationships with colleagues and our wider teams, as well as our members and supporters

ACCOUNTABILITY

The Communications Manager will report to the Leadership Team. Latin Link seeks to ensure that every member of our team has opportunities for developing and learning new skills relevant to their work.

TIME COMMITMENT AND FLEXIBILITY

We see this as essentially a full-time role, but we are open to a variety of flexible working arrangements to help the right person achieve a good work/life balance. The expectation is that the Communications Manager will be in the Reading office at least one day a week, with the flexibility to work from home the rest of the time.

SALARY

The full-time salary for this role will be £28,500 per annum. All salaries are reviewed on an annual basis with any increase made from 1st April.

The appointment is subject to the satisfactory completion of a six month probationary period, after which there is three months' written notice period for both parties. Holiday entitlement for full time staff is 28 working days per year including all bank and public holidays. In addition to this we usually close for the period between Christmas Day and New Year.

NEXT STEPS

If you are interested in this role, we would encourage you to apply without delay. The closing date for applications is 23:59pm on **Sunday 17th August**.

Interviews will be held on **Thursday 28th August** and will be conducted by a small panel. There will also be some competence tasks to complete. **If you can't make this date and would still like to be considered, please let us know as soon as possible.** We are willing to interview strong candidates before the deadline where appropriate.

Please complete the Latin Link application and the equal opportunities forms. These can be found on our website along with the job advert, at www.latinlink.org.uk/opportunities/job-cm. You are welcome to send us your CV and evidence of print and digital content you have created if you would like to. Completed applications should be sent to hr@latinlink.org.uk.

If you would like to have an informal conversation about the role before expressing your interest, please contact Kathie Davis-Bater, Head of Central Services and HR, on 0118 957 7120.