

# Digital Media Coordinator



## Job Description

**The South West Baptist Association is seeking to appoint a Digital Media Coordinator.**

The South West Baptist Association (SWBA) is a network of churches and ministries serving God in the South West. While local churches are the intrinsic core of the Association, other expressions of ministry such as pioneer projects and chaplaincy also feature significantly. The heart of the Association's work is to enable our churches to be healthy missional communities and serve through pioneering, equipping, inspiring, partnering and caring; to enable them to be all that they can be in the service of God's mission.



The SWBA trustees have agreed a set of strategic aims to achieve these purposes which includes a fresh commitment to develop a communications strategy fit for the digital age. We recognise that to better serve our Baptist family in the South West we need to improve communication between our team and the churches, ministries and ministers we seek to serve. Could this be you?

### Role Summary

The Digital Media Coordinator will be responsible for the oversight, development and implementation of all aspects of Association communications, branding and marketing.

Please note that this could be linked to another role currently available – that of 'Association Secretary' (8 hours a week) if you have the right skill mix.

### Key Areas of Responsibility

1. Coordinating our digital communication, website, social media and ENews
2. Promotions and bookings for events
3. Design and brand management (using Canva or similar)
4. Help with content creation and management of our YouTube & Vimeo channels
5. Management of our new CRM system (ChurchSuite)

## Digital Communication, website and social media

- Development and delivery of a SWBA communications strategy.
- Creatively building followings on various social media platforms as appropriate.
- Overseeing social media messaging and communication strategies, in coordination with the Regional Team and Office staff this includes ENews (Mailchimp)
- Leading messaging and strategy for social media postings / advertising.
- Overseeing website maintenance and development.
- Working with the staff team to create consistency in messaging and develop SWBA brand.

## Promotions and bookings

- Managing promotions for SWBA events as well as oversight of bookings processes.
- Scheduling and delivery of all email communications to specialist groups, ministers, secretaries, treasurers etc.
- Copywriting or editing copy on all external comms (for website, social media, email, events, articles, video scripts, podcasts etc).
- Developing systems to organise, prioritise and communicate promotional items related to the SWBA.
- Overseeing all print and digital materials related to promotions, ensuring they are executed with excellence.

## Design and Brand Management

- Leading efforts to design art and promotional materials related to SWBA with a high standard of creativity, excellence, and effectiveness.
- Networking with others to develop creative graphic designs.
- Monitoring the look, vibe and feel of all promotional materials representing SWBA.
- 'Policing' the use of logos and images that represent SWBA.

## You Tube and Vimeo

- Managing our existing YouTube and Vimeo channels
- Helping to create and upload new content

## CRM system

- Helping in the development and management of our new CRM ChurchSuite.

## Other

- Attending the SWBA monthly Team meetings as required.
- Working with the Regional Team to develop fresh content.

As this is a new role within the Association the job description will be subject to ongoing review and development, and we will welcome your input into this as you gain more experience and insight into the role.

## PERSON SPECIFICATION

As a faith-based organisation, South West Baptist Association (SWBA) seeks to support and develop the advancement of the Christian faith amongst its member Baptist churches. A Christian faith is therefore foundational to the work of the Association and as such we have an occupational requirement that all members of the Regional Team must be committed Christians, fully supportive of the vision and values of the Association.

### Qualifications, Skills and Experience

- A practising Christian with a heart for mission and discipleship
- A heart for the local church and a passion for communication
- Proven track record in digital communications and marketing
- Self-motivated person with good interpersonal skills
- Ability to work creatively individually or as part of a team
- Ability to identify in meetings what things can / should be flagged on social media and how
- Well organised with excellent written and oral communication skills
- Relates well to all kinds of people, can build effective relationships with partners across the Baptist family and wider
- Awareness of what is happening across the wider church family / denominations / streams
- Experienced in the use of various social media platforms
- Experience of working with social media management tools such as Adobe Creative Suite, Buffer, Canva etc
- Experience of working with / willingness to get to know ChurchSuite

### Personal Qualities

*If you are a creative person who wants to work as part of an established and lively team then this could be the role for you!*

- As part of the SWBA team you will be encouraged to explore new challenges and contribute your ideas and imagination to our projects and programmes.
- You will need to be strong at listening and reflecting and committed to learning more about our Association and how we engage with the wider Baptist family and world.
- It is important that you can show initiative and a proactive approach to your work, and that you can see projects and tasks through to effective completion.
- You will need to be a person of honesty, openness, and personal integrity with personal warmth, energy, and cheerful enthusiasm with a good sense of humour.

## Ethos and Values

- Be in agreement with the Association aims: To serve the churches by being Strategic, Responsive and Prophetic.
- Be fully committed to Equal Opportunities and anti-discriminatory working practices

## TERMS OF APPOINTMENT

Employment Status	The Association would seek to employ on a permanent basis subject to a 6 months probationary period at the start of employment. Other forms of employment could be considered.
Working Hours	Part-time (8 hrs/week). Flexible working is expected, including some working on weekday evenings and on some Saturdays.
Salary	£4950 /year and an option to join the employer's contributory pension scheme. Annual salary review each November.
Annual Leave Entitlement	Basic annual paid holiday entitlement for paid staff is 25 days pro-rata in addition to statutory Bank Holidays.
Place of Employment	This is primarily a home based role, but office working will be required on occasion in our Exeter Offices (EX2 5DL).
Line Management	SWBA Regional Minister for Mission
Appraisal	Appraisal conducted annually by line manager and SWBA Trustee Board representative.

## Application Process

Please apply by sending your CV with a covering letter outlining the reasons you think you ought to be considered for this role. Applications can be submitted electronically to [hr@swbaptists.org.uk](mailto:hr@swbaptists.org.uk) or by post to

SWBA Offices, 36-38 Wonford St., Exeter, EX2 5DL.

The closing date for applications is midnight on Monday 12<sup>th</sup> September 2022 with interviews of shortlisted candidates being held on Monday 19<sup>th</sup> September 2022.

If you would like to discuss this role further, please contact the Regional Minister for Mission, Rev. Carl Smethurst ([carl@swbaptists.org.uk](mailto:carl@swbaptists.org.uk) or 01392 433533).

For more information on the South West Baptist Association please visit our website at [www.swbaptists.org.uk](http://www.swbaptists.org.uk)