

The Baptist Union of Great Britain – Baptist Union of Great Britain

Role Profile

Job title:	Communications Assistant
Reports to:	Communications Enabler
Direct reports:	N/A
Location	Baptist House, Didcot, Oxfordshire

A Main Purpose and Context of the Role

Baptists Together is a Christian movement which aims to build healthy churches in relationship for God’s mission. It does this through four key areas of work – enabling voices in the public square, investing in Godly leaders, pioneering and planting and equipping churches for mission.



Within these areas we have agreed strategic priorities which include how we engage with the digital revolution and young adults. Essential to enabling our four areas of work and priorities is good communication between our local churches, regional associations, colleges and specialist teams. The Faith and Society Specialist team works to enable this communication and to tell the story of what God is doing in our Baptist life together through our national communication channels.

The communications assistant will work as part of the Faith and Society Team alongside our communications enabler, journalist and graphic designer to help tell the story and contribute to new and existing projects.

B Key Responsibilities

- National communications support
- Project development and production
- Event communication
- Helping our specialist teams, regional associations, colleges, Baptist groups and local churches
- Developing our social media channels

National communications support

We develop and manage content for the [Baptists Together website](#) which has over 5000 pages and is the main information hub for the whole union. We have social media channels on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#), [Flickr](#) and [YouTube](#). This includes additional channels on Twitter and Facebook for the Baptist Times and Baptist Assembly.

Working with the Faith and Society Team, the Communications Assistant will provide written, visual and curated content across these channels. At certain times of year this will be focused on particular events and initiatives like the Baptist Assembly. Reflecting on their performance is supported through analytics and this role will assist and help develop this reporting. The team also produces national emails and the Baptists Together magazine which this role will contribute to.

Project development and production

The Faith and Society team plans to explore new projects which will be deployed digitally and in print. The communications assistant will help develop text, visuals, videos and animations for these projects.

Event communication

Throughout each year we attend events where the communications assistant would support our representatives, take videos and photos, post social media and help write up a supporting article to be shared nationally. Supporting the communication needs of the Baptist Assembly, before during and after the event will also be a key part of this responsibility.

Helping our national specialist teams, regional associations, colleges, Baptist groups and local churches

The Baptist family is broad, made up of many individual groups and networks of Baptists who together make the whole. Each have their own communication needs. Working with the communications enabler, the communications assistant will offer reflection and practical support where needed.

Developing our social media channels

We have a desire to increase our social media presence, particularly with Instagram and Pinterest. Also, to start developing and moderating online groups (eg Facebook groups).

Changes to this role profile

This role profile is designed to be illustrative rather than exhaustive. Training and development will be offered, and the role will develop according to the demands on the team and our overall communications strategy. The Baptist Union may add to the responsibilities of the Communications Assistant any tasks or activities that they see as relevant and appropriate to the role and will discuss any such additions with the post-holder.

C Culture and Working Style at BUGB

Across our Union our culture and working style is still developing, and can be best described in the following words:

Our vision as a movement is “to grow healthy churches in relationship for God’s mission.”

The Baptist Union of Great Britain is committed to *intentionally* developing a culture where we...

- **Seek to be a movement of Spirit led communities.** As those who have encountered the living Christ, to intentionally seek his will and purpose for our local churches and every expression of our shared life. (Galatians 5:22-25)
- **Feel like one team** – celebrating diversity; valuing, respecting and trusting each other as we work together in partnerships - making sure everyone feels included and listened to. (I Corinthians 12:24b-27)
- **Embrace adventure** – being serious about discipleship, willing to take risks, pioneer and move out of the comfort zone of familiar ways of doing things. (Matthew 28:18-20)
- **Inspire others** – with a generosity of spirit, energise and motivate people to be all that God created them to be. (Ephesians 5:1 & 2)
- **Share a Hunger** for God’s coming Kingdom – nurturing a “holy discontent” that arises from our desire to give practical expression to our vision of God’s purpose for creation - confronting evil, injustice and hypocrisy and challenging worldly attitudes to power, wealth, status and security both within and beyond our Union. (Matthew 6:9 & 10)

We expect all staff working as part of the national specialist teams to model high standards of professional and personal behaviour, and to work in ways that demonstrate our values to those we work with and support.

D Personal Attributes and Experience

Essential

- Demonstrable portfolio of creative work which may include print, digital, video, animation, social media and journalism
- Ability to work creatively individually and as part of a team
- Eager to explore new challenges, contribute ideas, listen and learn
- Proactive and well organised
- Able to work with others to bring their ideas and stories to life
- Able to provide recent examples of working to planned deadlines
- Ability to complete set tasks to agreed quality standards and timescales

Desirable

- Experience of working on a communications strategy
- Experience of working within a set of organisational style and design guidelines

Desirable Knowledge and Abilities

Experience in graphic design, social media and office software tools:

- Adobe Creative Suite, particularly InDesign, Photoshop, Premiere or equivalent
- Hootsuite or other social media management tools
- Microsoft Word, Excel, Outlook and PowerPoint

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! You will provide active support for our Baptists Together communications strategy and will work with leaders, churches, associations and colleges across England and Wales. Baptists come from a very wide spectrum of ages, backgrounds and perspectives, and you will need to be able to cope well with many different viewpoints!

There will be space for you to explore new challenges and contribute your ideas and imagination to our projects and programmes. You will need to be equally strong at listening, reflecting and learning more about our Union life together and how we engage with the wider 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.

Salary and practical arrangements

This role is offered on a full-time basis (35 hours per week), working in our modern offices at Baptist House, Didcot. We would be willing to consider flexible working if required. Travel and some overnight stays will be required around different locations in England and Wales

The starting salary for the role is £20,000 per annum. We also offer a range of staff benefits including:

- a contributory pension scheme, which includes life assurance cover
- child care vouchers scheme
- a Cycle to Work scheme through salary exchange
- a voluntary benefits package (Perkbox) that gives discounts for a wide range of everyday expenditure (eg supermarkets, high street retailers, restaurants, cinema tickets).
- free parking

More information

If you would like more information before you apply, please contact Fiona Myers in our HR team by email at opportunities@baptist.org.uk and she will arrange for you to speak with Mike Lowe, our Communications Enabler, about the role and our expectations.

Closing date for applications is 9.00am on Monday 16 September 2019, and interviews will take place week beginning 23 September at Baptist House, Didcot.

If you are invited to interview, we will ask you to prepare a short presentation and to complete a skills test.