

JOB VACANCY

Social Media & Content Specialist



Job Title: Social Media & Content Specialist

Responsible To: Head of Marketing & Digital Development

Team: Essential Event Management

Main purpose of the job

To work with Head of Marketing & Digital Development to create and implement strategic and innovative marketing activities that yield positive, quantifiable results, bringing acquisition and retention growth across the full range of Essential Christian Brands.

Key duties and responsibilities

- Work with the Head of Digital Transformation and Marketing on marketing strategies for Essential Event Management (EEM), EC Songs, My Spring Harvest (MySH) and ECGO.
- Grow collaborative working relationships across the wider team that will bring a comprehensive understanding of all EC Brands.
- Own areas of responsibility comprehensively and expertly, from ideation through to execution and reporting.
- Develop a tone of voice for all brands which is appropriate for the Christian constituency which we serve.
- Research, write and send monthly emails to subscribers to EC Songs, MySH and ECGO.
- Manage social media channels for EEM and EC Songs.
- Help to write content and send Spring Harvest guest communications.
- Help to write and post Spring Harvest guest communications on social media channels.
- Analyse and report on your work to the Head of Marketing & Digital Development.
- Work with the Engagement Manager in broadening the reach of EC brands to the UK Church and developing the concept of Spring Harvest 365 by creating marketing assets for distribution to local churches.
- Work with the web development team to change copy on websites for EC Songs and EEM.
- Project manage ad hoc and planned work in all areas of responsibility.

Terms & Conditions

Location

Uckfield, near Brighton, East Sussex
TN22 1QG

Contract

Full-time, permanent

Hybrid Working

Min. 2 days per week in the office and
3 days per week working remotely

Working Hours

40 hours per week, including 1 hour
for lunch each day, plus additional
hours when working away at events.

Lieu Time

Rest & Recovery days given in lieu of
weekends worked at events

Salary

Circa £25k, depending on experience

Pension

4% of salary (employer)
4% of salary (employee)

Benefits

Group Life Assurance

Holidays

20 days per annum plus Bank
Holidays

Probationary Period

6 months, with interim reviews at 1
month and 3 months

Notice Period

1 week, increasing to 1 month on
completion of probationary period.

Relationships

- Serve as an ambassador for Essential Christian, talking positively about our vision and purposes as a Christian organisation
- Attend regular team meetings
- Develop an understanding of the constituents we seek to serve within the Christian Church in the UK
- Help Essential Christian to deliver its ministry goals by creating communications that are relevant in content, style and language, for the Christian evangelical church
- Use the teaching of the Bible as the standard for healthy relationships at work, always seeking to speak positively and build others up with words of encouragement
- Respect biblical principles of leadership and service

Involvement with the wider team

- Meet with the wider staff team each week to share in a time of reflection from the Bible and to pray together for the work of Essential Christian
- Participate in occasional staff away days to focus on the Christian vision for our work and to help maintain our culture as a team
- Attend monthly staff meetings to make sure we communicate well as a team and to keep us on track with the Christian vision and purposes of Essential Christian

Occupational Requirement

This role holds an occupational requirement under the Equality Act for the post-holder to be a practising and committed Christian, seeking to grow in their discipleship, and an active and regular worshipping member of a Christian church. The post-holder will be committed to the core values of Essential Christian and have an awareness of the Christian constituencies we seek to serve. Given the Christian ethos of Essential Christian, and the nature and context of this role, continued employment is dependent on adherence to the Evangelical Alliance Basis of Faith, working consistently within Essential Christian's Ethos Statement, and life being led in accordance with the teaching of the Bible.

Working at Events

Working for an event organisation means serving on staff teams throughout the year. This may involve leadership of volunteer event teams and public-facing duties, representing our Christian ethos and serving as an ambassador for Essential Christian. Additional working hours will be required when preparing for and working away at events, including some weekends.

Person Specification

Character

- Positive attitude
- Self-motivated
- Driven
- Team player
- Creative and innovative thinker

Competency

- 3-5 years' experience in marketing and communications
- Proven track record of results-driven content marketing
- Talented copy writer with experience in writing copy for emails, social media platforms & websites
- Proven experience in using Google Analytics for measurement and evaluation
- Marketing expertise in managing social media channels
- Confident communicator (written & verbal)
- Proficient in MS Word & Excel
- Proof reading competency
- Strong administrator with good time management skills
- Ability to juggle multiple deadlines

Criteria

- Fluent in English
- Committed, practising Christian
- UK driving licence holder (for event travel)
- Living within 60-minute commute of Uckfield
- Min. age 23 (for company vehicle insurance)
- Flexibility for working away at events (including some weekends)

Desirable

- Relevant Degree or CIM qualification
- Understanding of SEO
- Experience in managing paid adverts in Facebook and LinkedIn
- Understanding of Christian events and resources
- Working knowledge of online events platforms

Our Team

Essential Christian is the umbrella organisation which runs Spring Harvest, Song Solutions, Essential Event Management and Essential Christian Resources.

Our team have pioneered in the Christian events and resources space, since before the start of the pandemic, successfully moving events from physical to online, or hybrid, and now back again, developing a pioneering new online events platform and launching a year-round streaming service for Christian teaching and resources.

It takes a team of innovative and dedicated individuals to deliver such transformation; a team driven by a passion for the vision of Essential Christian; to equip and resource the church and to see lives impacted by God.

Our Culture

Calling & Vision

Essential Christian's vision is to listen to the Church in the UK and to help equip the Church for action. Many of our team view their work as a "calling" rather than a job. We share a common desire to see lives changed by God. We're passionate about what we do.

Christian Faith

Our Christian faith is the motivation for our work. For this reason, most roles at Essential Christian hold an occupational requirement for the post-holder to be a committed Christian. This means that those post-holders will be seeking to grow in their discipleship and be regular worshipping members, actively involved in serving within their local church. In roles without an occupational requirement, we are glad to welcome anyone who is entirely supportive of our Christian ethos and who is comfortable being fully integrated within our Christian culture.

Character

As Christians, we follow Biblical principles of leadership and service, and we look to the character of Jesus as the example for our lives. We don't get everything right, because we're human, but we do show grace and patience with one another. We strive in everything that we do to be transparent, to speak positively and to build others up with words of encouragement.

Prayer

Prayer is where everything begins at Essential Christian. We recognise our need for God in all that we do, we pray for Him to lead and guide us in our vision-casting and decision-making and we remember to give thanks when we see Him answering our prayers.

Professionalism

We pride ourselves on working to professional standards, using key performance indicators to bring value to the ministry, growth to revenue and personal development to members of our team.

What our staff say

It's inspiring to work amongst colleagues whose Christian belief is the motivation for what they do and a model for the way in which they serve. Here's what some of our team say...

"I get a buzz out of the responsibility and teamwork with committed professionals who share my passion for excellence. The regular celebration of achievements and birthdays, the interest in each person's wellbeing, and the sense of family makes this a brilliant organisation to work for."

"I love working for EC because it gives me a chance to help others grow through their experiences of God and His church".

"There really is an incredible culture within EC which helps bring out your individual potential, refines your skills and enables you to grow on all levels, including spiritually."

How to Apply

For further information and to download an application form, please visit www.essentialchristian.org
Applications should be sent to recruitment@essentialchristian.org

Essential Christian, 14 Horsted Square, Uckfield, East Sussex, TN22 1QG

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