

**JOB DESCRIPTION: Media Communications Co-ordinator (part time, 2.5 days per week)**

Employer: United Christian Broadcasters Limited

Reporting to: Head of Donor Development

Location: To be based at United Christian Broadcasters' Broadcast Centre, Hanchurch Lane, Hanchurch, Stoke-on-Trent, ST4 8RY, with some flexible working from home, as agreed.

Hours: Part time, 18 hours per week (office or home based with at least one full day working in the office). There is some flexibility over days worked, but this will include a full day on a Wednesday or Thursday, and also a Friday morning.

UCB's Communications Department is a key function within the organisation and is responsible for ensuring effective partnerships are maintained to financially, prayerfully and practically to support the implementation of the charity's Strategic Plan.

The Donor Development Team's purpose is to develop new and existing partners' interest in the impact of UCB's work and engagement in UCB's vision, and to provide a donor development journey through a range of funding opportunities.

**Main Purpose of the Job**

To co-ordinate current and new initiatives on digital and broadcast platforms to support UCB's Communications department's fundraising activities. This will help achieve consistent messaging and maximise income on UCB's media and digital platforms - comprising radio, web, email, and video – in line with agreed quarterly and ad hoc themes and activities. It will also support the activities of the social media team, and UCB's established events programme.

In particular, the post-holder will ensure that messaging and fundraising asks which have been agreed for UCB's Direct Mail programme, are developed and expanded as appropriate on the charity's broadcast and digital platforms.

Part of this role will be to co-ordinate fundraising events which rely on media promotion and content; for example the annual UCB's Big Weekend Walk.

All activities will be monitored and reported on against agreed annual financial and non-financial targets.

The post holder will be a committed Christian who works as an Ambassador of Christ to deliver a distinctly Christian service to UCB and its supporters, who will be prepared to witness to the life changing message of Jesus and lead people to Christ as appropriate.

## **Position in Organisation:**

Reports to: Head of Donor Development

Works closely with: Donor Development team, Marketing team including Digital Engagement, Radio team, TV/Video team, Strategic Partner team, PR and Social Media team, Staff Writer, Supporter Care team.

## **Web and Email**

- Co-ordinate web pages and content for the Communications department, in line with the quarterly plan agreed by the Head of Donor Development and Marketing team.
- Working with the Marketing Co-ordinator, ensure the above pages are correct, refreshed as necessary and are only live for the duration of specific campaigns.
- Liaise with UCB's TV team to ensure video content produced for UCB's website meets the requirements of each campaign or page.
- Be responsible for updating (either personally, through content management, or in liaison with the Marketing Co-ordinator) the wider 'fundraising' pages of the website, such as the 'donate' page, 'stories' page, 'legacies' page and any pages relating to best practice for fundraising.
- Work with the Communications and Marketing teams to ensure UCB's website and emails are compliant with fundraising regulations and GDPR.
- Copy write, edit and proof read web and email copy as required.
- Working with the Marketing Co-ordinator and Staff Writer, ensure current Communications campaigns are included in scheduled emails to the UCB 1, UCB 2, UCB News, UCB Prayer, Foundation and other email lists.
- Once developed, oversee monitoring, reviewing and updating the automated email welcome programme.
- Be involved in writing, sourcing content and co-ordinating Communications emails as agreed.
- Co-ordinate short-term digital campaigns and projects, e.g. digital promotion and distribution of UCB calendars, community fundraising resources etc.
- Ensure that processes for managing response to digital campaigns are agreed with the Supporter Care team.
- Working with the Digital Engagement Lead and Donor Development Data Co-ordinator, support the production of reports summarising web activity, analytics and engagement.

## **Radio**

- Take responsibility for ensuring processes are completed for the monthly fundraising radio spots, i.e. creative brief writing, script writing, scheduling and production.
- Work with the Radio Team to ensure presenters are equipped to share monthly and quarterly campaign themes on air.

- Be responsible for monitoring broadcast fundraising activity and outcomes.

## **Fundraising Events**

- Ensure fundraising events promoted via radio and online are organised, promoted and delivered on time and within budget.
- Take responsibility for delivering the project plan for such events and be the main point of contact internally for these events.
- Ensure fundraising events are promoted on multiple media platforms, as agreed with the Head of Donor Development, Head of Marketing and Head of Radio.
- Support UCB's two annual Radio Appeals (spring and autumn) and their digital and broadcast promotion, as requested by the Head of Donor Development.
- Support and sometimes lead on the co-ordination and promotion of other events organised by UCB throughout the year, as required. For example, Big Church Day Out.

## **Other**

- Be an active member of the Communications team, contributing to planning, evaluation and creative ideas.
- Attend meetings and events as and when required.
- Undertake Fundraising research upon request.
- Provide information for Communications reports and KPI monitoring.
- Ensure all products, materials and campaigns are fully consistent with Christian standards and principles and conform to UCB's brand guidelines.
- Be an ambassador for UCB and its mission.

## **Qualifications, Knowledge, Experience and Skills:**

- Experience in one of the following three areas is desirable:
  - 1) Marketing
  - 2) Fundraising
  - 3) Broadcasting – radio or TV
- Project management skills essential.
- Creative flair and strong written skills. A Level English or equivalent desirable, GCSE English or equivalent essential.
- Strong numeracy skills. GCSE Maths or equivalent essential.
- Good communicator, both verbally and in writing.
- Fully computer and database literate, especially in Microsoft packages.
- Ability to set long and short-term fundraising objectives and to plan work, essential.
- Aptitude to prioritise work load, and be able to work on several projects at any one time. Highly organised, but also flexible.

- Ability to work to tight deadlines and demonstrate high level of attention to detail.

**Person Specification:**

- Empathy with the role of fundraising within the context of Christian ministry.
- A positive commitment and sound knowledge of United Christian Broadcasters.
- Proactive and enthusiastic planner.
- Ethical integrity.
- A 'people person' who is able to thrive in a team environment.
- Creativity, resilience, flexibility, reliability, 'can do' approach, initiative, positivity.
- Fully committed to UCB's Christian beliefs.

**Dated: April 2019**

This Job Description does not form part of your Contract of Employment.