



**URBAN
SAINTS**



Communications

Manager

Information Pack



Around 96% of young people do not actively engage with church in the UK. Our vision is to be an effective disciple-making movement, reaching young people in every community in the UK. The mission of Urban Saints is to make young disciples for Jesus, meeting young people wherever they are and introducing them to Jesus.

The Communications Manager will be a key member of the team, taking a lead in ensuring that Urban Saints' internal and external communications are as effective as they can be.

You will manage the Communications Team to ensure effective delivery of our communications strategy that promotes the identity and values of Urban Saints. Working with all other branches of Urban Saints, you will maintain overall responsibility for ensuring that Urban Saints communicates well with the wide range of audiences we are seeking to connect with.

The Role

To create awareness of, and a desire to engage with Urban Saints by publicising and promoting the work of Urban Saints to all stakeholders in an effective and truthful manner. Stakeholders include the young people who benefit from the work of Urban Saints, those who are responsible for the Young People, our supporters, volunteers, donors, staff, and partners.

Key Responsibilities:

- Lead, coach, and manage a high performing communications team.
- As the functional head of Communications, contribute as a member of the Management Team which meets monthly.
- Manage Urban Saints communications, branding, and voice, so that it is professional, consistent, and reflects the ministry values and mission.
- Promote Urban Saints, targeting a range of audiences both locally and nationally through all media channels.
- Develop key messages for all audiences (donors, groups, volunteers etc.), to communicate our core identity. This will involve communicating our Christian ethos in an appropriate way to diverse audiences.
- Advise on the development and implementation of an effective marketing and communications strategy, so as to ensure maximum possible impact including the identification of new markets and sources.
- Manage the implementation and monitoring of Urban Saints' management plan and communications element of the Digital Strategy.
- Ensure that Urban Saints produces high quality resources, publications, and videos that are kept up to date, managed, and disseminated appropriately.
- Develop, source, and manage a range of tools and resources to support online and offline communications and marketing activities, including a contact database, a dedicated website, promotional brochures/leaflets, display boards and Urban Saints' hand-outs for events.
- Analyse communication channels, make risk analyses and balance time-cost ratios to focus effort upon the most appropriate marketing activities with the highest chance of success, ensuring a focus on long-term planning and sustainability.
- To periodically carry out market research and customer surveys to assess demand, brand positioning and awareness; evaluate marketing campaigns, and maintaining knowledge of what else is on offer within our sector.
- Identify and build relationships with key media contacts, ensuring that they are well briefed on Urban Saints and supply a regular feed of news/stories to maintain Urban Saints coverage.
- Liaise with suppliers and agencies as required.

To take responsibility for co-ordinating Urban Saints ministry promotion at exhibitions, conferences and events. This includes:

- Agreeing the programme of exhibitions, conferences and events which Urban Saints will exhibit at each year.
- Ensuring that Urban Saints' exhibiting is creative and maximises the opportunity to receive contact details from people.
- Co-ordinating a team of people who will run the exhibition, ensuring they are equipped with the information and resources they require.
- Working alongside colleagues to ensure that all new contacts are followed up in a timely fashion and in accordance with their enquiry.
- To contribute to the total effectiveness of the team, communicating openly, solving problems proactively, offering creative ideas and working as a positive, engaged team member.

(The above list of job duties is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope and level of the post.)



The Person

As an external facing position, this is a critical role within Urban Saints. We are looking for someone who both understands and is passionate about the ministry and opportunities provided by communications. The right candidate will be experienced and confident with all the primary channels and tools within the communications and marketing arena. As the advisor to the CEO on Communications and Marketing matters, they will also possess a strategic mind-set and be able to achieve impact through partnership and networking. They will have a 'can-do', innovative attitude, trying out new and exciting technologies in a variety of ways to determine the most effective approach to reach and inform our stakeholders in a cost-effective manner. Their communication skills will be clear, concise, and effective, whether in oral, written, or digital mediums.

Qualifications & Training

- Degree level qualification or equivalent or comparable professional experience in communications and marketing.

Skills and Abilities

Essential

- At least two years' experience of working in a communications, marketing and PR environment with a proven track record of achieving business targets.
- Wide breadth of communication and marketing skills and experience, including digital channels used by young people.
- Experience in organising and running communications/fundraising campaigns.
- A self-starter, able to work independently, but also able to work with and inspire the wider team.
- Ability to lead and manage a team, managing performance effectively, setting clear expectations and objectives, managing competing priorities and balancing differing needs (desirable).
- Personal credibility and the communication skills necessary to establish and maintain excellent relationships with a range of stakeholders, including partners, volunteers, young people and suppliers.
- A solid knowledge of English and the ability to communicate ideas in a clear and concise way, verbally, in writing, and online.
- A strong understanding of evaluation and monitoring methods with excellent skills in using data and a drive for excellence and innovation, with a proven ability of identifying opportunities for improvement, including experience with Search Engine Optimisation (SEO).
- A passion for innovation and enthusiasm to learn, with a hunger to stay ahead of the latest developments and how they impact young people.
- Competent in Office tools including Office 365 and SharePoint.

- Understanding of GDPR and safeguarding.
- Willing to learn and maintain current knowledge of key policy, legislation, and working principles relating to young people.
- A current UK driving license and access to a car.

Desirable:

- Good knowledge of the youth sector landscape, including current trends, challenges, and the impact of youth work. Experience of leading, encouraging and managing others (paid/volunteers).
- Experience of working within budgets.
- Understanding of the Charity context.
- Project management skills.
- Creation skills and experience in publishing, mass mailing, video editing tools and social media publishing tools.

This post is subject to an Occupational Requirement that the post holder is a committed Christian under Part 1 of Schedule 9 to the Equality Act 2010. All applicants must be committed to the aims, ethos and values of Urban Saints.

(Read our basis of faith and ethos statement at urbansaints.org/basis-of-faith)



Benefits

- 25 days holiday plus bank holidays (pro-rata).
- Pension Scheme: we contribute 6% to the Urban Saints pension scheme.
- Life assurance: you will receive life assurance cover to the value of four times your annual pensionable salary.
- Home working allowance.
- Eight volunteering days: you will have an opportunity to volunteer for one of our events or a similar charity of choice (pro-rata).

Terms and Conditions

Salary: Up to £31,200 pro-rata (£39,000 FTE) depending on experience

Contract: Permanent, starting as soon as possible

Hours: Part time (30 hours a week)

Location: Home-working

Responsible to: Chief Executive Officer

Responsible for: Communications Coordinator

Next steps:

To apply for this role send an email to recruitment@urbansaints.org with

- Your CV
- A completed Recruitment Monitoring Form (available at [Urbansaints.org/jobs](https://urbansaints.org/jobs))
- A Covering letter which tells us why you applied and why you think you are the best person for the role.

The closing date for applications is Sunday 28th April 2024, however we reserve the right to close applications before this date if a suitable candidate is found.