



Scripture Union

JOB PROFILE: Communications Assistant

Mission Area	Team
Mobilisation	Communications
Position of Job in Organisation	
The Communications Assistant will report to the Communications and Marketing Manager.	
Hours of Work	
0.5 Full-time Equivalent	
About Scripture Union in England and Wales	
Scripture Union is a national mission-movement, the aims of which are to create opportunities for children and young people to explore the Bible, respond to Jesus and grow in faith. Our priority is to reach those who don't yet know Jesus. In all its work, Scripture Union aims to care for children and young people, share God's good news, and offer choices and opportunities, whilst being credible, relevant, and inspiring.	
Vision of SU in England and Wales	
Our vision is to see a new generation of children and young people have a vibrant, personal faith in Jesus.	
Purpose of the team	
To ensure effective communication of Scripture Union's vision, mission, and activity across a range of audiences, generating engagement, prayer support and fundraising. To establish and manage messaging and campaigns for long-term and short-term communication. To promote resources and products, ensuring churches and practitioners are equipped to reach the 95 and generating income where appropriate. To protect Scripture Union's reputation and integrity.	
Purpose of the job	
To support Scripture Union's communication strategy by researching, creating, and delivering high quality content to a range of audiences, primarily via email mailing lists.	
Dimensions and quantities	
The most important dimensions and quantities for this job are: <ul style="list-style-type: none">• Reporting to the Communications and Marketing Manager.• Working closely with the whole Mobilisation team to ensure joined-up advocacy for the movement.• Working closely with the regional teams to hear and write up stories of impact and success from our strategic activity.• Grow, manage, and maintain engagement across a number of targeted mailing lists.	
Key accountabilities	
The key accountabilities for this job are to: <ul style="list-style-type: none">• Work under the guidance of the Communications and Marketing Manager.	



Scripture Union

- Build and maintain good relationship with Mission Enablers and volunteers to find and deliver relevant, engaging stories of strategic mission and impact.
- Create, schedule, and deliver a year-round programme of email communication in line with the movement's key message plan.
- Ensure supporters are kept up to date with strategy, activity, and impact in line with their preferences and interests.
- Monitor and report regularly on mailing list and supporter engagement.

In common with all members of staff, to:

- Further the aims and objectives of Scripture Union, working in accordance with its ethos.
- Be part of the prayer life and fellowship of Scripture Union, including staff prayers, days of prayer and worship, and staff conferences, which combine prayer, worship, and strategy.
- Undertake personal development through study and reflection, work reviews and in-service training.

Key performance indicators

The key performance indicators for this job are:

- Consistent delivery of timely and engaging email content.
- Content and campaigns planned and delivered without direct support.
- Delivery of successful campaigns based on pre-defined targets.
- Well-presented, high quality and on-brand content.
- High levels of engagement and growth of mailing lists.

Educational and / or training qualifications and certificates

The person appointed will:

- A diploma-level qualification or equivalent experience in a relevant subject area.
- A qualification in communication or English language would be beneficial.

Person specification

The person appointed will:

- Be able to manage busy and varied workload.
- Be a self-starter.
- Have strong written, visual, and verbal communication skills.
- Have a sound understanding and proven experience of current digital communication trends, platforms and strategies, and related best practice.
- Have a good understanding of GDPR and related policies.

In common with all members of staff, the person appointed will:

- Be a committed Christian in sympathy with the aims and ethos of Scripture Union and who has an active involvement in the mission of a local church.
- Seek to have a sound biblical understanding that is applied in daily living and encouraged in the lives of others.



Scripture Union

Necessary technical / functional skills	
The person appointed will have:	
<ul style="list-style-type: none">• Experience of Mailchimp (or another similar platform) - essential.• Experience of working with databases - essential.• Experience of using industry standard design software - desirable.	
Required behavioural competencies	
Commitment to goals & values	Shows commitment in theory and practice to the objectives, values, and goals of the movement
Relationship building	Works to identify, build and maintain positive long-term relationships with colleagues and contacts
Determination	Demonstrates repeated effort, overcoming obstacles in order to achieve
Persuasion	Builds persuasive, convincing and appropriately formulated arguments
Concern for excellence	Drives consistently towards improvement and excellence in all aspects of work
Results focus	Sets challenging yet realistic goals and objectives, focusing energy into striving to achieve them within agreed timescale
Thoroughness	Follows tasks through to completion with attention to detail and accuracy
Job profile updates	
Updated by: Rachel Warwick	Date: 02.10.2020
Staff signatures	
Line Manager:	Date:
Employee:	Date:
Human Resources:	Date: