



## Communications Manager

**Reports to:** Director of Supporter Relations

**Location:** Home-based (UK)

**Hours:** Full time (37.5 hours/week), permanent. Applications will also be welcomed from candidates who wish to propose a part time arrangement.

**Salary:** £31,400 - £35,000 per annum pro rata, dependent on experience

**Occupational Requirement:** This role has an Occupational Requirement to be filled by a Christian under the provisions of the Equality Act (2010)

### About Innovista

Innovista equips leaders to change their communities with the hope of Jesus. We develop and deliver training and tools for missional leaders in hard-to-reach places, through a partnership of national ministries, staff and volunteers.

We work in Europe, Russia and Central Asia, prioritising difficult places that are under resourced and least reached.

### Why this role matters

The Communications Manager will serve supporters, leaders and volunteers helping them to play their full part in seeing people and places changed by Jesus. You will do this through shaping and delivering creative communications across a range of media, including print, web and social. You will also enhance Innovista communications using your digital expertise to reach out to new audiences. The war in Ukraine has had a huge impact on our ministry and this role will help to shape our short-term communications, add extra resource to the team and inform our longer-term response.

## Role responsibilities

### Ukraine Emergency Response

- Lead on the creation and delivery of daily communication updates across all channels - web, social media, email
- Share reports of what is happening on the ground in Ukraine, Russia, and Moldova as well as inspiring stories from the pastors we are directly supporting
- Develop a plan to increase our readiness to engage effectively with the media and use your network to increase our presence on (mainly Christian) TV, radio and in print
- Ensure the website is fresh and informative and provides content which reinforces Innovista's purpose and mission

## **Communications planning and delivery**

- Responsible for a communication strategy that is joined-up, engaging, creative and aligned with organisational priorities
- Lead the execution of the strategy across all relevant channels – including print, web and social
- Take ownership of the Innovista International website, ensuring that it works for multiple stakeholders and is an effective marketing tool for different audiences
- Write and produce content for multiple channels including the Annual Report, donor newsletter, website and project reports
- Be familiar with Mailchimp (or equivalent email marketing platform) and use it to increase supporter engagement
- Regularly review performance using suitable metrics, so that the effectiveness of our communications is continually developed

## **Team leadership and management**

- Provide line management to team members and equip and empower them to bring their best contributions to the team
- Develop a team of freelance and volunteer communication specialists who help with projects as needed

## **Storytelling**

- With the help of training staff and associates, gather and communicate inspiring stories, case studies etc. that show how Innovista-trained leaders are making a difference in the world
- Equip colleagues and partners to identify and share stories of leaders serving God's mission
- Develop a resource bank of case studies from the places Innovista works, including a range of media (photographs, video, audio etc.)

## **General**

- Fulfil wider responsibilities as part of Innovista, including participation in weekly staff prayers, team training days and other events
- Carry out additional duties that may be required

## **Person specification**

### **Experience and skills**

You have...

#### **Essential**

- Proven ability in communications, in person and especially in short form and long form writing
- Ability to lead collaboratively and to give clear and helpful feedback
- An eye for detail, ability to edit and impeccable grammar

- Creative ability that enhances others' communication
- Experience in developing and executing a communication strategy
- Used email, web and social media in integrated campaigns to communicate in ways that grow engaged followers
- Experience of managing a busy schedule and multiple projects

Ideally, you also have...

- Experience working in an international organisation and/or charity context
- Experience working within a fundraising environment
- Experience of working cross-culturally

### **Character**

You are...

- A committed and mature follower of Jesus, who resonates strongly with Innovista's purpose, values and statement of faith
- Open to feedback and eager to grow and develop
- Able to maintain confidentiality
- Self-motivated

### **Notes**

#### **Job Description**

This Job Description is not exhaustive and changes may be required as the organisation develops. Changes to this job description will be carried out in consultation with the holder of the post.

#### **Hours of work**

Hours may be worked on a flexible basis during the week as mutually agreed between the staff member and their line manager.

This role is intended to be full time (37.5 hours/week) although applications will also be welcomed from excellent candidates who wish to propose a part time arrangement.

#### **Location**

The successful applicant will need to provide evidence of their right to work in the UK. We cannot provide sponsorship for this role.

#### **Holiday**

Full-time staff receive 25 days paid holiday each year, as well as statutory and other public holidays in the country in which they are based. Holiday allowance for part-time staff is calculated on a pro-rata basis.

#### **Personal Development**

At the heart of our ministry is a team of exceptional people who pursue excellence in their work, personal and team development. Our culture expects and rewards

learning, because we know that investing in our team is a great decision. Each staff member has a Performance & Development Plan designed to enhance job performance, and receives mentoring and coaching as appropriate. We also set aside time for 'Learning Weeks' during the year to pause, reflect, learn and plan together as a team.

### **Confidentiality**

Any information relating to people contacted by the charity acquired in the course of duty must be treated in strictest confidence and must be discussed only within the confines of the work setting with the appropriate members of staff.

Any information relating to staff acquired in the course of duty must be treated in the strictest confidence and must be discussed only with senior staff members or with the line manager.

### **Safeguarding young people**

Innovista is committed to safeguarding the welfare of children and young people and expects all employees to share this commitment.

### **Privacy**

We value your privacy. We promise to keep your details safe and will never sell them. Need extra reassurance? Read our full privacy policy online ([innovista.org/privacy](http://innovista.org/privacy)). You can change how you hear from us at any time – just email [hello@innovista.org](mailto:hello@innovista.org) or call 01865 788350.