

JOB DESCRIPTION

JOB TITLE:	Digital Marketing Coordinator
DEPARTMENT:	BGEA Communications
REPORTING TO:	Communications Lead
JOB TYPE:	Permanent
	Full time – 35 hours per week (part time considered)
LOCATION:	Office based (Buckhurst Hill)
DATE ISSUED:	September 2022

1 MAIN PURPOSE OF JOB

Working with the Communications Team and adhering to the communications strategy, the Digital Marketing Coordinator/Social Media Manager is responsible for the management, optimisation and growth of all social media platforms and website for the Billy Graham Evangelistic Association in the UK.

An innovative and creative content creator, the Digital Marketing Coordinator will produce influential social media posts, ensure the right content is uploaded to the website at the right time, and be responsible for maintaining the website and ensuring it continues to run effectively.

Moreover, there will be an ongoing requirement to adapt and localise content provided by the Billy Graham Evangelistic Association Head Quarters to ensure maximum effectiveness in the UK while maintaining brand consistency. The Digital Marketing Coordinator will also be required to edit and proof copy, working alongside the Communications Lead to deliver meaningful, accurate and engaging content.

This role will also require the flexibility to be able to respond quickly in the event of emergency campaigns.

2 POSITION IN ORGANISATION

- Reports to the Communications Lead
- Collaborates closely with multiple departments across BGEA UK and BGEA International Headquarters in the US.

3 PRINCIPAL RESPONSIBILITIES

- Implement approved social media content and advertising strategies across social media platforms in collaboration with members of the Communications Team.
- Grow and retain target audiences on social media through competitor research, audience segmentation, benchmarking and reporting.

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- Coordinate, edit, publish and share innovative content for our social media platforms. This will include but is not limited to original text, images, infographics and video to build meaningful connections and encourage ministry engagement.
- Monitor and respond to social media responses, including comments and messages from supporters according to policy.
- Identify and evaluate key insights, including but not limited to market research, reports, past results and any other relevant data.
- Implement core information and new content onto the BillyGraham.org.uk website, providing reports on website performance to inform future activity and content.
- Ensure smooth running of the BillyGraham.org.uk website, maintaining a user friendly website that is engaging and accessible to the organisation's supporters.
- Collaborate with IHQ, ministry departments, volunteers to coordinate efforts while managing brand and reputation. This will also include the collation and curation of relevant information, photos, videos, and content for social media.
- Constantly monitor the latest social media trends, technologies, tools, sites, applications and analytics/analytical tools.
- Stay up to date with all BGEA's ministry, deployments, events, and activities.
- Work closely with the Communications Lead to edit and proofread written content as required. This includes but is not limited to direct mail pieces, training materials and promotional content across print and digital.
- Ensure all content produced is factually accurate as well as being biblically and doctrinally sound. It must also be consistent with BGEA brand guidelines and tone-of-voice.
- Remain compliant with The Fundraising Regulators Fundraising Code and all other relevant legislation and codes of practice, such as GDPR.
- Assist SPI in its collaboration with the BGEA Ltd. where required.

4 OTHER DUTIES

- Such other duties as your line manager may reasonably require.
- Lead devotions on occasion.

5 COMPETENCIES REQUIRED

- Highly experienced and up to date with popular (and current) social media platforms tools, resources, and analytics.
- A strong understanding of the principles of paid social media and digital advertising (e.g. Google Ads and Facebook Ad Manager) with a willingness to continually develop skills in this area. Experience delivering paid social media and digital campaigns is highly desirable.
- Ability to speak and write clearly and succinctly in a variety of settings and styles as well as the ability to secure information, listen effectively and get impactful messages across that deliver against BGEA objectives.

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- Highly competent and meticulous in proofreading text and making corrections in spelling, grammar, punctuation, style and factual accuracy etc.
- Adaptable to changing priorities while maintaining focus on on-going responsibilities.
- Proficient in administrative computer applications (e.g. Microsoft Word, Excel, Outlook etc.).
- Excellent organisational skills and exhibits the ability to meet deadlines.
- Ability to work well independently or as a positive part of a team.
- Demonstrates initiative and an ability to work without instruction, always persevering in a proactive manner.
- Capacity to handle multiple assignments and complete complex jobs under deadline pressure.

6 OCCUPATIONAL REQUIREMENT

- In accordance with the Equality Act of 2010 and due to both the nature and context of the role there is an 'occupational requirement' for the post holder to be an evangelical Christian. The job holder should be committed to the purpose of SPI and be able to demonstrate enthusiasm for the Christian purposes of the organisation and be able to live out, hold to, support and contribute to its Christian ethos.

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