

## Job Description

<b>Job Title:</b>	BGEA Communications Coordinator
<b>Department:</b>	Communications
<b>Reporting To:</b>	Marketing Manager
<b>Job Type:</b>	Permanent / Full Time (35 hours per week)
<b>Location:</b>	Office Based in Coventry
<b>Date Issued:</b>	February 2024

### 1. Overview

A committed follower of Jesus with a passion to see the Gospel proclaimed far and wide, the Communications Coordinator is responsible for collating, coordinating, creating, and editing marketing content for the Billy Graham Evangelistic Association (BGEA).

Part of the integrated UK Communications Team for BGEA and Samaritan's Purse International (SPI), the Communications Coordinator works closely with our International Headquarters (IHQ) team in the United States to coordinate campaigns and content that resonates with a UK audience, while maintaining consistency with global brand and communications strategies.

The Communications Coordinator is a well-organised and skilled administrator able to meet tight deadlines and manage relationships with colleagues and external suppliers alike, including print partners, agencies and media contacts. The versatility required to work effectively under the guidance of senior staff or independently is also a key attribute.

### 2. Position in the Organisation

- Member of the BGEA and SPI Communications Team.
- Primarily a BGEA role with the requirement to support SPI where required and when there is capacity.
- The BGEA Communications Coordinator collaborates with staff and departments at all levels throughout both ministries.

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### **3. Principal Responsibilities**

#### ***Project Coordination***

- Day-to-day coordination of marketing projects, campaigns, and processes, including but not limited to the production of marketing materials, briefing content creation, and routing for approval.
- Working in close synergy with internal teams and external suppliers to ensure projects and campaigns are deployed successfully and to the highest standards.
- Collaborating closely with IHQ to ensure key messaging is consistent with global brand standards.
- Coordinating assigned print projects with suppliers, ensuring the highest quality and fastest delivery possible within a defined budget.
- Coordinating with designers, project leads, photographers, videographers, and others to support the successful delivery of both digital and traditional content.
- Managing deadlines to ensure projects and campaigns are delivered on time and to the highest possible standards.
- Managing multiple tasks and meeting deadlines in a fast-paced environment.

#### ***Marketing & Quality Control***

- Conceptualising and brainstorming in collaboration with other team members to discover effective creative avenues for projects and campaigns.
- Researching background information related to these creative avenues to enhance the overall concept.
- Ensuring material is factually accurate and Biblically sound, while maintaining consistency with tone-of-voice guidelines.
- Editing and proofreading text for direct mail pieces, marketing emails, training materials, and other marketing collateral.
- Providing website and social media support to the Communications Team, including but not limited to content creation, implementation, and scheduling.

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#### **4. Budgetary & Regulatory Controls**

- Coordinates assigned print projects through a range of suppliers, ensuring the highest quality and value for money and timely delivery within a given budget for print, mailings, specialty items, fulfilment, and advertising etc.
- Ensures all communications meet regulatory requirements including GDPR, Gift Aid and Fundraising Regulations.

#### **5. Other Duties**

- Regularly attend meetings with departmental and other ministry staff.
- Works in close synergy with other departments and IHQ to ensure objectives are achieved in a consistent and highly effective manner.
- Actively participates in daily staff devotions and occasionally leads when required.
- Some travel is required, generally in the UK but also overseas if requested.

#### **6. Experience, Skillset & Qualifications**

- A committed Christian planted in a local church with a solid understanding of the Bible and its teachings, passionate about Jesus and the advance of the Gospel.
- Educated to degree level or equivalent in a relevant field, such as marketing, media, public relations, or business.
- 3-5 years of proven professional experience in a marketing or relevant administrative role (within a non-profit and/or Christian organisation is highly desirable).
- Proven experience using CRM systems, project management tools/platforms, and social media management platforms.
- A team player with strong communication and relationship building skills.
- Self-motivated and action focused with excellent time management skills.
- Demonstrable experience of cross-organisational working and collaboration.
- Excellent English writing and comprehension skills, able to distil information and insights into professional reports for internal and external purposes.

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- IT literacy with proven experience using MS Office products.

## **7. Occupational Requirement**

As part of the Management Team, you would be expected to faithfully uphold the organisation in prayer. In accordance with the Equality Act of 2010 and due to the 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 BGEA 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.