Job Description - Vineyard Compassion  
Communications & Engagement Lead

**Role:** Communications & Engagement Lead

**Organisation:** Vineyard Compassion

**Location:** Hope Centre (Vineyard Compassion, 10 Hillmans Way, Ballycastle Road, Coleraine, BT52 2ED)

**Line Manager:** Chief Exec

**Hours of Work:** Full Time (Mon-Fri 9am-5pm. Occasional evening work as required)

**Salary:** £22,000 - £24,000 per annum (depending on qualifications, experience & desirable criteria)

**Pension**: A generous employers pension contribution of 5.5% is included with this role

**Sick pay:** Company sick pay policy is included

**Holiday allowance:** 31 days per year including bank holidays (pro-rata)

**Length of employment:** Permanent

**Likely start date**: ASAP

# About Vineyard Compassion

Vineyard Compassion is a charity based in Coleraine. The aim of the charity is to support people ‘from crisis to full potential’, by providing practical support for those who need it in the Causeway Coast & Glens community, whilst empowering them to tackle the underlying root causes of poverty.

**Job Purpose**

The role will project manage organisation-wide COMMUNICATIONS, develop our PR, social media and marketing efforts and establish our place within the charity sector by being a meticulous 'brand champion'. The role will also manage organisation-wide ENGAGEMENT with key stakeholders across the organisation, initiating and developing ongoing relationships and key partnerships.

The Communications & Engagement Lead will be responsible for:

* Creating, maintaining and implementing the charity’s communications strategy
* Initiating and developing ongoing engagement with a variety of stakeholders with a focus on referral agencies / partner organisations and beneficiaries of VC
* Co-ordinating proactive and reactive communications with stakeholders and the general public
* Supporting staff and volunteers to embed good communications practice in their work
* Liaising with external Comms Agency to support development of comms strategy

**Key responsibilities**

**A) Strategy and Planning**

* Review and develop our Communications Strategy to support the objectives of Vineyard Compassion.
* Deliver a Communications Plan alongside this Strategy, across PR, digital and social media, brand marketing and advertising to build our profile within the charity sector, with policy makers and the general public. Work closely with our VC colleagues to support their internal communications and engage their teams.
* Co-ordinate proactive and reactive communications with stakeholders and the general public

**B) Engagement**

* Identify and approach potential new referral / partner agencies (statutory & charity) and other key contacts – developing active partnerships with organisations that refer clients to VC (& VC to them).
* Arrange face to face meetings with these agencies key staff, informing them about VC’s services and referral opportunities – delivering presentations to staff teams.
* Maintain and develop the Customer Relationship Management (CRM) database to keep up-to-date and accurate records of our referral / partner agencies and other key contacts and to help target our communications and engagement more effectively to meet stakeholders’ needs and interests.
* Create pathways of engagement with VC beneficiaries to ensure their voice of lived experience helps shape VC delivery and strategic planning.
* Organise and direct promotional events.

**C) Digital Media**

* To manage the VC social media accounts - across Facebook, Twitter, LinkedIn, Instagram and YouTube developing content in line with the Communications Strategy to grow engagement.
* Create engaging and innovative content for VC social media channels to reach core audiences and organisational goals.
* To maintain and develop VC's website, creating high quality and engaging content, improving the user experience, and overall visibility. Proactively responding to trends and feedback, monitoring Google Analytics and SEO.

**D) PR and Marketing**

* To lead the creation of engaging communications for VC, including but not limited to the annual Impact Report and the development of a regular newsletter.
* Working with charity partners and beneficiaries to bring the projects we fund to life, collecting fantastic stories and case studies, demonstrating the value of the support we offer
* Lead and coordinate writing, design, production and distribution of printed, audio and digital materials. Working with colleagues to ensure consistent messaging with key audiences.
* Be the first point of contact for media enquiries and respond to requests - acting as a spokesperson when necessary.
* Proactively lead and create engaging press releases and articles, securing PR opportunities to showcase the work of VC across the charity sector, with policy makers and the general public.
* Where appropriate engage regional and national press, continuously monitoring and evaluating coverage, adapting and responding appropriately.
* Working with agencies and freelancers on specific projects as required

**E) Brand**

* Leading as our brand champion to ensure the consistent use of our brand where all internal and external communications are high quality, persuasive and in line with the VC style and branding guides.
* Identify opportunities to increase brand awareness for VC, supporting colleagues to create speaker notes, presentations and reactive quotes to ensure consistent messaging.

**Other**

* Role will work closely and in collaboration with the wider Causeway Coast Vineyard Communications Team, Events and Services Directors, Graphic Designer (primarily for large-scale branding / print projects), and Video Producer.
* Identify issues that could potentially damage our reputation and recommend actions to mitigate such risk
* Monitoring media, political and stakeholder news and developments.
* Provide regular monitoring and evaluation reporting for all communication channels.

**Pastoral Responsibilities**

* Pray with and lead others into a personal relationship with Jesus
* Pray with staff and others who request it
* Signpost others to appropriate pastoral / spiritual help within the church
* Willingness and ability to communicate their own story of their faith journey
* Positively promote the Christian faith in line with the objectives of Vineyard Compassion (& Causeway Coast Vineyard)

**Culture**

* Will clearly live out, embrace and impart the culture of Vineyard Compassion (& Causeway Coast Vineyard church) through being Relational, Intentional, Missional and Supernatural.
* Clearly demonstrate a heart and passion for the charity
* Sincere acceptance, understanding and practice of the Christian ethos and purpose of the charity.

**Other Duties**

This job description is a broad picture of the post at the date of preparation. It is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed by job holders within this job. It is not an exhaustive list of qualifications, skills, efforts, duties, responsibilities or working conditions associated with the position and it is recognised that jobs change and evolve over time. Consequently, the post-holder will be required to carry out any other duties to the equivalent level that are necessary to fulfil the purpose of the job.

**Personnel specification**

|  |  |  |
| --- | --- | --- |
|  | **Essential** | **Desirable** |
| **Qualifications** | 5 x GCSEs (or equivalent) at Grade C or above including Maths  Full driving licence & own transport | Bachelor’s Degree in marketing, communications, English, public relations, or journalism. |
| **Experience** | Experience of writing copy – such as website, social media posts, newsletters, press releases.  Experience working across social media channels and digital platforms, including editing and managing websites  Experience creating high-quality content and building audiences.  Experience using programs and systems - such as Squarespace, Loomly, Mailchimp, Canva  Experience in meeting agreed deadlines and targets whilst managing a complex and varied workload | 2-3 years’ experience working in a marketing or communications position.  Experience in building and managing a brand, developing an organisation's voice.  Experience working with individuals to build case studies and bringing individual experiences to life.  Experience in journalism or working with journalists.  Experience in sales (developing new customers), relationship manager  Experience of using a CRM or other databases.  Experience of working in a charity environment |
| **Skills** | Exceptional written communication skills, with exceptional copywriting and editing capabilities.  Excellent social media content creation in line with current trends.  Excellent ability to communicate information persuasively with impact, in a clear and concise manner, appropriate for relevant audiences  A clear verbal communicator who is comfortable regularly interacting with new people – one on one or as a group.  Excellent IT and admin skills (highly competent in MS Office etc)  Attention to detail with the ability to produce work to a high standard, independently.  A team player who is able to work collaboratively, with enthusiasm to work towards organisation-wide goals.  Ability to build positive relationships with a range of stakeholders.  Concern for excellence and meticulous attention to detail and accuracy  Ability to be proactive and plan, balance and cope with competing priorities  Ability to translate strategies into tactical plans and lead on implementation  Excellent organisational skills, including some experience of event management.  Ability to work to tight deadlines  Ability (& desire) to make all channels of communication accessible  A passion for marketing and communication, with knowledge of current trends.  Curious, creative, and interested in seeking out new ways of working and committed to continuous improvement. | Exceptional digital marketing skills across a broad range of media  A proven track record of placing stories within the media, with sector and regional press.  Possess a solid understanding of effective communications, public relations & marketing techniques.  Good understanding of poverty and deprivation  Good understanding of social policy |
| **Personal** | Enjoys a dynamic and changing environment  Life-long learner, eager to improve skills and strengths; personally, and in the role  Responsive to correction and direction  Will show a high degree of relational and emotional intelligence, demonstrating excellent self and other awareness  Aware of how they influence others and how to foster healthy team dynamics in order to be a relational fit within the team, particularly with those they will be working closely with.  Will have a clear awareness of their strengths and applying them in a team context |  |
| **Christian Commitment** | The candidate must be a Christian – demonstrated by their love for God, intentionality in developing their character to be more like Jesus; they must love the church and be committed to our mission here at Vineyard Compassion (& Causeway Coast Vineyard church).  Be able to give both verbal assent to and practical demonstration of agreement with Vineyard Churches UK & Ireland Statement of Faith as well as Vineyard Compassion’s Ethos and Values Statement.  Be able to actively participate in prayer and worship, whether individual, small group or corporately, as an expression of own personal faith and in line with VCUKI Statement of Faith. | Our desire would be that the successful candidate would be committed to Causeway Coast Vineyard church (as an existing member or willing to join) |

***Please also attach or hyperlink two different examples of your own written work such as a blog, article or press release along with two different examples of social media posts / campaigns etc.***

**Additional Information**

For this role, we recruit for character, competence, chemistry and culture.

Application Forms can be requested from our office or downloaded from our website at www.vineyardcompassion.co.uk

**No final application date:**

Applications will be considered until at least **12 September**.  If necessary, after this date, recruitment will continue until a suitable applicant is appointed or a decision is taken not to appoint to the role.

Email: [james.johnston@vineyardcompassion.co.uk](mailto:james.johnston@vineyardcompassion.co.uk)

Post: James Johnston, Vineyard Compassion, 10 Hillmans Way, Ballycastle Road, Coleraine, BT52 2ED

\* Applicants please note: Shortlisting will be carried out on the basis of the essential criteria set out above, using the information given on the application form. You should therefore address the requirements when completing the application form, as failure to do so may result in you not being shortlisted. The selection criteria may be enhanced at the shortlisting stage if a high volume of candidates meet the current essential criteria. Appointments are subject to verification of appropriate qualifications and vetting clearance.