

Job description

Communications Manager

What we do

As an independent charity and founder member of the United Bible Societies, we strive to provide people with a Bible in a language they can understand, a format they can access, at no charge or a price they can afford – both in Scotland and abroad – believing that the Bible ultimately leads people to Jesus.

The role and responsibilities

Reporting to and working closely with the Director of Communications, you will manage the charity's brand and communications strategy, leading a small creative team, to facilitate and inform Scottish Bible Society's engagement with Christian communities across Scotland – raising profile of our global and national activities.

Person Specification

With proven people management skills, you will be strategic and passionate about communicating a clear message, leading creative projects, and building a brand. You are creative, with an eye for detail and consistency, who produces clean, clear, inspiring visuals and editorial content. You know how to tell and capture a story that will inspire and move an audience to respond.

Leading by example, you are confident in your expertise. This enables you to inspire and guide colleagues in a clear creative direction. You are organised, proactive, and communicate well, with an ability to influence colleagues, senior management, supporters, and external suppliers.

This role requires an understanding of the different Christian communities of Scotland in order to create relevant content for key audience in view. The Society is an organisation with a strong Christian ethos, therefore there is an Occupational Requirement that the post-holder be a practising Christian.

DUTIES & RESPONSIBILITIES

1. Communications (general)

- Plan, implement and manage a range of marketing communications in line with SBS brand strategy
- Coordinate and lead integrated campaigns across print and digital channels, supporting other departments with materials to further their work as part of SBS wider mission
- Understand and segment audiences to ensure communications are targeted and measured
- Critique effectiveness of communications activity through insight, analysis and budget management to achieve premium performance
- Create, design, write and oversee content development for a Christian audience, seeking feedback where possible to assess effectiveness and reach
- Write and proofread content to ensure communications are accurate with credible sources
- Manage and inspire your team, leading and supporting them to achieve key objectives in communicating a cohesive message within the wider mission of the Society
- Project manage communications activities to ensure scheduled delivery of projects, through an integrated approach, maximising opportunities with internal stakeholders to achieve results
- Advise on new, innovative strategies and platforms the Society may benefit from
- Manage and monitor social media and other digital channels where an out-of-hours response may be required (either in consultation with Director of Communications or without)

2. Brand Management

- Champion and manage the Society's brand and brand guidelines
- Support Director of Communications in guiding overall brand and communications strategy
- Coordinate and manage communications to maintain and improve SBS brand awareness
- Utilise marketing and communication channels to raise brand profile, working collaboratively with internal stakeholders where necessary
- Manage the use of brand assets with internal and external partners
- Support and direct colleagues in brand consistency (tone-of-voice, house style)
- Support Director of Communications with both internal and external communications championing SBS brand to support staff, volunteers, and board members with our mission, vision and values

3. People and Self-Management

- Manage your team by demonstrating SBS values, leading and coaching to achieve objectives
- Appraise team performance, providing inspiration and motivation to help further our mission
- Support Director of Communications and Senior Staff Team in delivering the charity's vision
- Make proposals to Director of Communications for strategic change and improvement
- Be open to and help your team adapt to change
- Develop positive, collaborative relationships with SBS colleagues in the delivery of core assets
- Instigate and participate in project meetings
- Attend weekly staff meeting (includes study of Scripture and personal update on your work)
- Develop and maintain positive working relationships with external agencies and suppliers
- Some travel out of normal business hours required on occasional basis
- Support and deputise for Director of Communications as and when necessary

KNOWLEDGE, SKILLS & EXPERIENCE

Essential

- Proven people manager
- Able to work to and inform departmental budget
- Numerical and analytical skills with ability to communicate facts and statistics in simple terms
- Working desktop publishing knowledge (Adobe Creative Suite), with an understanding of clean, functional design and typography principles
- Proficient planner, delivering and measuring marketing campaigns across print and digital
- Proven time management skills, able to work both autonomously and as part of a team
- Familiar with analytics reporting (such as those utilised by Google, MailChimp, Survey Monkey)
- Experienced with social media channels, driving consistent messaging through campaigns
- Seasoned graphic designer with a folio of work (magazine publications, print ads, leaflets, posters, direct mail campaigns, and other such marketing materials)
- Aware of copyright law for image use, industry standards, data protection and codes of practice
- Experience working with / managing internal stakeholders, external agencies, and suppliers
- Able to source and liaise with print suppliers and brokers (face to face and online)

Preferred

- Bachelor's Degree or Diploma in Graphic Design, Marketing or Communications
- An understanding of e-commerce, content management systems
- Experience working / managing in Third Sector / Christian charity context

Scottish Bible Society staff commit to the following Values in all areas of work:

Mission Focussed | Bible Centred | Team Orientated | Innovative and Professional

Please request a copy of the SBS Values Document for fuller details