

Job Description

Post	Director of Communications
Reports to	Chief Executive
Purpose of the post	<p>The Scottish Bible Society (SBS) is looking for an experienced Communications Director to join the Senior Staff Team, reporting to the Chief Executive.</p> <p>You will be responsible for leading and championing the delivery of a communications strategy which will raise the profile of the SBS brand, engaging both existing and new audiences to support the SBS mission, whilst motivating the entire staff team to deliver the organisational objectives.</p>
Person specification	<p>We are looking for a communications leader who is both creative and strategic, and who thrives in a senior management position as part of a leadership team.</p> <p>You will be passionate about the transformational impact of the Bible and motivated to use your extensive marketing and PR experience to amplify stories from Scotland and around the world to resonate with a Scottish Christian audience.</p> <p>As a team player with excellent interpersonal and influencing skills, you will enjoy leading from the front and learning from others. You will be passionate about developing a professional and high-achieving department composed of two teams: Donor Care and Communications.</p> <p>You will have a talent for motivating others to do their best work, coaching them to work collaboratively across SBS, with the wider United Bible Societies network around the world, and with external partners and suppliers.</p> <p>Faith requirement – in order to write and edit biblical copy and Christian content for our key audience, this role requires an understanding of the different Christian communities in Scotland. You will also respect the Society’s Christian ethos and values.</p>



Key Responsibilities

- Amplify the brand and raise the profile of SBS, connecting with existing and new audiences, inspiring them to support the SBS mission and engage with the Bible.
- Own, grow and optimise all digital and offline channels so that more people engage with the full range of our work.
- Develop and lead the communications strategy, driving the messaging to all external stakeholders, particularly donors and supporters in the Christian community, delivering effective supporter journeys / pathways.
- Oversee campaigns that help meet fundraising targets.
- Effectively manage and control a departmental budget.
- Provide expert guidance, advice and support to the Senior Staff Team and Chief Executive, Directors, staff, and volunteer speakers, taking the lead on delivering key communications campaigns.
- Represent SBS at external meetings with partner organisations, agencies, and the wider United Bible Societies network.
- Develop strong relationships with local and trade press, spearheading all media relations and fundraising appeal communications.
- Manage and guard the SBS brand in all design work across SBS, providing direction, and advice, including in procurement and design standards, leading on the continuous review and improvements to the existing production activities.
- Manage and coach the communications team, providing Christian support and encouraging development and growth opportunities.
- Participate in and occasionally lead Bible studies at all-staff meetings and prayer meetings.
- Undertake any other tasks requested by the Chief Executive.

About you

- 10 years in a senior communications, PR, or marketing management position.
- Proven track record of leading fundraising campaigns for a charitable organisation, or a background in campaign management driving sales for a commercial organisation.
- Confidence in testing and optimising campaign activity and strategies through a robust, analytical methodology.
- Experience working for charitable organisations or in international development, interacting with a board of directors and with an understanding of charity reporting and governance matters.
- A detailed knowledge of all Scottish, Christian, and UK media, as well as the Christian and social environment in Scotland.
- Excellent planning and organisation skills, with the ability to manage projects and organise your own workload and that of direct line reports.
- Strong leadership and people management skills balanced with a willingness to listen and learn from others. A genuine interest in developing people.
- A natural preference for collaboration and teamwork, able to interact and manage a wide range of stakeholders at different levels of seniority, sometimes in a cross-cultural context, to deliver the best possible outcome for the charity.
- Excellent working knowledge of GDPR, advertising standards, fundraising standards, and other industry governance.

**Working Pattern**

- Based in head office, Edinburgh.
- Full time Monday to Friday business hours.
- Flexibility to fulfil out of normal business hours or occasional weekend engagements, with time off in lieu.
- Some UK and overseas travel from time-to-time may be required, with time off in lieu.

Scottish Bible Society Values

All staff commit to the following values as a staff team and we encourage these in our volunteers:

- Mission focussed
- Bible-centred

Please refer to the SBS Values document for a full description.