



## **Job Description: Communications Manager, The Scottish Bible Society**

The Scottish Bible Society (SBS) is at an exciting stage of its development and in the work it does both in Scotland and in our partnership within the global United Bible Societies. We are looking for an experienced Communications Manager to play a key role in our communications team and in our passion for the Bible and our belief and vision that it transforms lives.

### **Role and responsibilities**

Reporting to and working closely with the Director of Development and Communications, you will lead a small creative team to help deliver and manage the organisation's communications and marketing strategy and plans, committing to the values of being Bible centred and Mission focused. You will facilitate and inform SBS's engagement with our stakeholders and audiences across Scotland – raising the profile of our national and global activities.

### **Person specification**

With excellent people management skills and a proven ability to project manage and deliver marketing campaigns, you are strategic and passionate about communicating a clear message, leading creative projects, and building brand awareness across a range of audiences.

You are creative, with an eye for detail and consistency, and can deliver relevant editorial content across digital and print communications. Your strong analytical skills ensure project measurement is carried out and regularly reported.

You know how to tell and capture a story that will inspire and engage audiences to respond to and support the work of SBS and its mission.

You are organised, proactive and communicate effectively, with an ability to influence colleagues, senior management, supporters, and external suppliers. You work collaboratively with colleagues to plan projects and meet deadlines.

As SBS is an organisation with a strong Christian ethos, there is an occupational requirement that the post-holder be a practising Christian. This role also requires an understanding of the different Christian communities across Scotland. You will be required to attend weekly staff meetings which include prayer and Bible study.

### **Duties and responsibilities**

#### **Communications**

- Plan, implement and manage a range of projects in line with SBS brand strategy that cover the full mix of communications and marketing tools, through an integrated and consultative approach
- Co-ordinate and lead integrated campaigns across print and digital channels, supporting other departments with materials to further their work as part of SBS mission, ensuring full compliance with relevant legislative requirements within the charity sector
- Understand and segment audience range to ensure communications are targeted and measured
- Critique effectiveness of communications activity through evaluation, insight, analysis and budget management to achieve effective delivery of message and brand awareness

- Create, design, write and oversee content development (to include website copy, social media content, blogs, newsletters, video scripts and other copy) for multiple audiences to ensure effective communications over a range of channels from digital to print that engage, influence, and drive the SBS profile amongst key stakeholders and audiences
- Write and proof-read content to ensure communications are accurate with credible sources, utilising your knowledge of the Bible to authenticate references where necessary
- Advise on relevant new and innovative communications developments and trends, and present proposals to Director of Development and Communications for ongoing further improvement in delivery of key messages
- Manage and monitor social media and other digital channels where an out-of-hours response may be required (in consultation with Director of Development and Communications)
- Support and deputise for Director of Development and Communications as and when necessary

### **People Management**

- Manage and inspire your team, supporting them towards achieving key objectives in communicating a cohesive message within the wider SBS strategy and mission
- Appraise team performance, providing inspiration, motivation and support and leading by example
- Be open to and help your team adapt to change
- Develop positive, collaborative relationships with colleagues across SBS

### **Skills and experience**

#### **Essential**

- Minimum of five years' marketing and communications experience
- Experience of managing, delivering, and measuring projects and marketing campaigns across print and digital communications
- Proven people manager
- Analytical skills with ability to communicate facts and statistics in simple terms
- Experience of analytics reporting (such as those utilised by Google, MailChimp, Survey Monkey)
- Familiarity with all social media channels, driving consistent messaging through campaigns
- Awareness of copyright law for image use, industry standards, data protection and relevant codes of practice
- Experience of working with in-house teams, external agencies, and managing suppliers
- Ability to work both autonomously and as part of a team

#### **Preferred**

- Degree or other relevant qualification in Marketing and/or Communications
- Experience of e-commerce, content management systems
- Familiarity with Adobe Creative Suite
- Experience of working in Third Sector/charity context

### ***Salary details on application***

***Closing date: Friday 29 October 2021***