



## Job Description

<b>Post</b>	<b>Director of Communications and Development</b>
<b>Reports to</b>	Chief Executive
<b>Purpose of the role</b>	<p>The Scottish Bible Society (SBS) is looking for an experienced Communications and Development Director to join the Senior Staff Team as SBS seeks to <b>Share the Bible</b>.</p> <p>You will be responsible for leading and championing the delivery of a communications and fundraising strategy which will raise the profile of the SBS brand, engage both existing and new audiences to support the SBS mission, whilst motivating the entire staff team to deliver the organisational objectives.</p>
<b>Person specification</b>	<p>We are looking for a 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 communications experience to amplify stories from Scotland and around the world to resonate with a Scottish Christian audience.</p> <p>Your experience in communications will mean you are able to bring oversight to the full range of print, web, digital, audio and film mediums.</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: Communications and Donor Care.</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</p>

Bible Societies network around the world, and with external partners and suppliers.

Faith requirement – in order to engage with existing and new SBS audiences, this role carries an occupational requirement that the post-holder is a Christian. An understanding of the different Christian communities in Scotland and playing an active part in the spiritual life of the organisation is vital to this role.

### **Key Responsibilities**

- Develop and oversee the communications strategy, driving the messaging to all external stakeholders, particularly donors and supporters in the Christian community.
- Working closely with other colleagues, 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.
- Develop and deliver effective supporter journeys / pathways and maximise opportunities for growing new audiences and active donors.
- Design and 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.
- Manage and coach the communications team and the donor care 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**

- Extensive experience (5+ years) in a senior communications or development position.
- Proven track record of leading fundraising strategy and 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 or similar areas, interacting with a board of directors and with an understanding of charity reporting.
- 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.