

Young Adults & Digital Engagement Co-ordinator

Job Description

| | |
|--------------|---|
| Team: | <p>Name of Team: Engagement Team</p> <p>Responsible to: Communications and Fundraising Manager</p> <p>Other key working relationships: Connections Co-ordinator, Comms & Prayer Co-ordinator</p> |
|--------------|---|

| | |
|-----------------|---|
| Summary: | <p>The aim of this role is to help Interserve engage 18- 30 year-olds in Christian mission using digital tools and platforms and in-person interactions.</p> <p>As part of the Engagement Team, the role will contribute to Interserve's wider efforts to grow engagement in Christian mission through strategizing and implementing successful digital activity and campaigns.</p> |
|-----------------|---|

| | |
|-------------|--|
| Role | <p>Specific requirements will include:</p> <p><u>Digital Communications:</u></p> <ul style="list-style-type: none"> • Creating and implementing strategies and campaigns to help Interserve engage 18-30 year olds with Christian mission • Overseeing initiatives to grow 18-30s engagement with Interserve's social media channels and activity. • Managing Interserve's GBI website. • Creating email marketing campaigns. • Creating Christian content across all digital channels. • Designing graphics and videos using Canva. • Managing Interserve's Google Ad words account. • Researching and testing new digital tools (Equivalent of 4 days per week) <p><u>In-person events:</u></p> <ul style="list-style-type: none"> • Promoting, organising and attending in-person Christian events designed to grow engagement of 18-30s in mission. (Equivalent of 1 day per week) <p>Other tasks:</p> <ul style="list-style-type: none"> • Attending and participating in Christian worship and prayer on a regular basis; this may include being asked to lead/help lead prayers • Accepting any such tasks in line with the above core activities which may from time to time be required to further the work of Interserve • Participating in the Continuous Staff Review process, via regular 1:1 meetings with the Line Manager. <p>Location:</p> <ul style="list-style-type: none"> • Hybrid. A mix of time spent in our Birmingham Office and working from home. Some national travel (up to 5 days per month) |
|-------------|--|