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**Job Description**

**Communications and Engagement Team Manager**

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| **Team:** | **Communications and Engagement Team**  **Responsible to:** National Director  **Responsible for:** Connections Co-ordinator, Communications and Prayer Co-ordinator, Young Adults & Digital Engagement Co-ordinator  **Other key working relationships:** Great Britain and Ireland (GBI)Country Team, People Care Team, Finance Team |

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| **Summary:** | **Contribute to the strategic goals and operational objectives of the organisation**.  Utilising communications, promotions and management of external relationships, facilitate the Interserve GBI Strategy through;   * Development, management and implementation of the Communications Strategy for Interserve GBI and its publications; * Ensuring that communications and information-flow across the organisation are effective and co-ordinated; * Oversight of the work of the Engagement Team in linking with churches and individuals; * Management of Interserve’s fundraising approach and activities; * Building an effective online and social media presence that supports the objectives of engagement, including appropriately targeted media traffic that best serves Interserve’s different audiences. |

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| **Role:** | **Main areas of responsibility:**  **Leadership**   * Prayerfully contribute to organisation-level leadership discussions, including in relation to communications, fundraising and connecting strategies. * Manage the Communications and Engagement budgets and prepare on an annual basis.   **Engagement Strategy**  Ensure Interserve GBI has a communications and promotions plan that:   * Raises the organisation’s profile and expands its support base; * Inspires and engages supporters, Partners and churches to get involved in cross-cultural mission to those from Asia and the Arab World locally and overseas; * Strengthens the organisation’s voice and messaging. * Ensures a joined-up strategy throughout the various on and offline communication streams and using relevant metrics to strengthen engagement. * Is appropriately and consistently branded   **Prayer**   * Ensure prayer is a priority across Interserve publications, * Grow the engagement of supporters, the tools used for promoting prayer and dissemination of information.   **Connecting**   * Support the Connections Co-ordinator * Ensure that the work of the Engagement Team is integrated into the Communications and Promotions Strategy   **Donor Relations and Fundraising**   * Develop and manage the fundraising strategy. * Ensure communications, donor relations and fundraising activities are co-ordinated. * Ensure fundraising activities are in-line with the Interserve GBI strategy and Interserve values. * Execute fundraising initiatives as agreed by Interserve GBI leadership.     **Social Media and Digital Engagement**   * Oversee the development of the work and strategy to increase engagement with young adults through digital media and face to face events. |

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| **Other:** | • | Attend and participate in Christian worship and prayer on a regular basis and able to lead prayers, |
|  | • | Accept any such tasks in line with the above core activities which may from time to time be required to further the work of Interserve, |
|  | • | Represent Interserve internally and externally, |
|  | • | Participate in a Continuous Staff Review process, agreeing and reviewing objectives in conjunction with the National Director. |