

Context:

Welcome Churches is a national organisation whose vision is for every refugee to be welcomed by the local church. We do this by equipping and resourcing churches through learning and training and giving them access to our national network of churches committed to welcoming refugees. We have an exciting opportunity for a creative, strategic and enthusiastic individual who is passionate about refugees being welcomed by their local church, to join our growing team. This role would be suitable for a self-motivated leader with knowledge and experience of implementing effective communications strategies in organisations.

Refugees and asylum seekers in the UK are a very transient people group. Often through no choice of their own, they can be required to move to a new part of the UK at very short notice. This can be very unsettling for individuals who find themselves in an unfamiliar environment with no support around them. By being connected to a local church, they are able to make local friends more quickly and find a place to belong. This is often in the church community itself and many refugees and asylum seekers enjoy strong friendships with Christians in UK churches, with many coming to faith in Jesus too.

Over the last year we have established a national Welcome Network (network.welcomechurches.org) which enables newly-arrived refugees and asylum seekers to be referred to a local church who will welcome them to the community. The Welcome Network is a key component of our charitable activities, enabling refugees to be easily connected with their local church. We now need to strengthen the Welcome Network by raising its profile across the UK. This will mean that more churches will participate and more referrals can be made to ensure that more refugees and asylum seekers can be welcomed by their local church into community.

The Communications Officer will be directly accountable to the Chief Operations Officer through regular supervisions. This will ensure accountability in the role, and identify any training and support needs they may have. We are a highly-committed team who work collaboratively to support one another. You will be working closely with the whole team to ensure maximum impact on refugees' lives.

Applicants are required to have an active Christian faith and be passionate about the UK Church welcoming refugees into the church community.

The Communications Officer is likely to be based in Derby, but remote working will also be considered. The role is full time at 37.5 hours/week paid at £22,000-£24,000/year, depending on experience. This is a fixed-term contract for one year with the possibility of becoming permanent depending on funding. The successful candidate will be expected to work occasional evenings and weekends and be available to travel around the UK.

Job summary:

To play a strategic lead role in growing the profile of Welcome Churches (particularly the Welcome Network) throughout the year.

Responsibilities will include:

Growing Welcome Churches' profile nationally

- Raising the profile of Welcome Churches across the UK Church by promoting the benefits of the Welcome Network through marketing and communications.
- Leading a charity-wide communications strategy that engages individual supporters and churches with the work of Welcome Churches.

Growing our online presence

- Increasing the traffic to our websites.
- Increasing our social media engagement: creating content for our social media channels (Facebook, Twitter, Instagram) and increase our followers and 'likes'.

Increasing supporter and church engagement

- Growing our supporter database.
- Developing our monthly email newsletter.
- Increasing donations to Welcome Churches throughout the year.
- Leading key promotional and fundraising activities throughout the year: particularly for Refugee Sunday and Refugee Week in June and at Christmas time.
- Representing Welcome Churches at exhibitions across the UK to help raise the profile of our work.
- Engaging and supporting new churches through promoting our online training and resources.

Increasing refugee referrals to the Welcome Network

- Connecting and engaging with referral agencies in order to increase the number of refugees connected with a local church.
- Developing new ways for us to communicate online with isolated refugees - particularly by developing resources in different languages.

Leading creatively

- Designing visual content within our branding guidelines and project managing new design collateral (including films, infographics, information leaflets and banners).
- Creating written content to promote Welcome Churches across the UK.
- Implementing creative campaigns to inform and educate the UK Church on the needs of refugees and asylum seekers in the UK and to engage them further with Welcome Churches.
- Collecting 'good news' stories from refugees and churches in the Welcome Network.

Other

- Being actively involved in rhythms of prayer with churches, supporters and the Welcome Churches team.

Experience and skills required:

Essential:

- Creativity with the ability to design and implement fresh ideas to inspire people into action.
- A self-starter with the ability to create and implement a charity-wide communications strategy.
- Strong written communication skills.
- Experience of growing an organisation's online presence.
- Understanding of web platforms, particularly Wordpress, and how to analyse online activity.
- Project management skills with the ability to instruct creative contractors (for film and graphic design).
- Basic graphic design skills.
- Understanding of how different churches operate and engage with their communities in the UK
- Strong IT and other technological skills.
- Degree-level qualification.

Desirable:

- Knowledge of film-editing software.
- Experience of promoting a charity.
- Knowledge of refugees and asylum seekers arriving in the UK.
- Experience of networking and building professional relationships.
- Understanding of how charities operate in the UK.

How to apply:

Interested candidates should email a CV and covering letter to Emily Holden by 9am on Monday 27th July. We hope to carry out interviews face-to-face in Derby in the week commencing 10th August. This is subject to government social distancing guidelines during Covid19. We hope for the Communications Officer to be in post as soon as possible at the start of September (subject to notice periods).

emily.holden@welcomechurches.org
07563 989543