

## JOB DESCRIPTION

**Job Title:** Digital and Creative Communications Coordinator.

**Hours:** Part-time (28 hours).

**Location:** Visible Offices, Salford.

**Salary:** £18,000 pro rata (£14,400 pa).

### Job Purpose.

This role is responsible for day-to-day management and optimisation of Naked Truth Project's social profiles, consistently delivering brilliant content that resonates with various online communities. The role will have a strong emphasis on documenting and creatively retelling stories from across Naked Truth Project's programmes, as we seek to increase engagement with our programmes, and support for our work.

### Main Responsibilities and Duties.

#### Social Media strategy and content production.

- Day-to-day management of social profiles on Facebook, Twitter and Instagram, including posting, moderation and direct communication with online communities.
- Content planning and curation, including integration of wider NT communication and events by scheduling and posting content as required.
- Creating social media and marketing assets- includes copy writing, creating/editing/repurposing of images, producing short form video content, gifs and stories.
- Use data and insights to inform social content and engagement planning, to personalise social campaigns and improve the relevance and timeliness of communications.
- In collaboration, develop and deliver social media marketing strategy, including planning paid social media campaigns.
- In line with targets, build and increase online engagement across all platforms with various interactive and creative campaigns.

#### Creative Communication.

- Develop, launch and coordinate multi-platform (Instagram, Snapchat & YouTube) content aimed at educating young people who attend NT schools programmes.
- Create 'story focussed' content promoting the programmes across Naked Truth through written, visual and video based communication.
- In collaboration with NT Head of Donor Care, create compelling content to inspire current supporters and increase our support base.

#### General.

- Enter fully into the team life of Visible Ministries, including a willingness to take part in and lead spiritual activities such as team prayer and Bible study.
- Be an advocate for the charity externally and be an ambassador for Visible Ministries and Naked Truth Project.
- Identify personal funding sources and seek contributions to the charity.

- Undertake any other reasonable duties, commensurate with the level of the post, as deemed appropriate by the CEO.
- Willing and able to work during occasional evening or weekend events.

## Person Spec.

### Essential

- Passion for creative writing and visual arts.
- Experience producing content for the web or social media.
- Excellent copy writing skills with a clear, fluent writing style and an ability to produce strong headlines, summaries and promotional texts.
- A strong visual sense, with experience working in Adobe Premiere Pro and Adobe Photoshop to produce visual assets, short form videos, including basic motion graphics.
- Attention to detail, excellent time management skills and an ability to work within established deadlines.
- Sound knowledge of social media best practices and the social media landscape with an understanding of the unique requirements of social media video content.
- Demonstrated knowledge or interest in digital trends in media, online platforms, and emerging technologies.
- Self-starter, strategic and a good team player with ability to work both alone and as part of a team.
- General proficiency in Microsoft Office programmes.
- Inspired by the work of Visible Ministries, supportive of and in full agreement with our Ethos and Values.

### Desirable

- Practical experience with social platform management tools such as Tweetdeck / Later.
- Practical or professional experience with photography and video (cameras, lighting and audio).
- Experience of interpreting and adhering to a brand tone of voice.

## Confidentiality.

Any information relating to people contacted by or working with the Charity acquired in the course of duty must be treated in strictest confidence and must be discussed only within the confines of the work setting with the appropriate members of staff.

Any information relating to staff acquired in the course of duty must be treated in the strictest confidence and must be discussed only with senior staff members or with the line manager.

Note:

This job description is not exhaustive and amendments and additions may be required in line with future organisational changes.

# MISSION & VISION

VISIBLE was established with 2 scriptural passages as foundational to its mission and purpose.

*Our Mission statement*

**"REVEAL JESUS"**

## ISAIAH 40:3

In the wilderness prepare the way for the Lord; make straight in the desert a highway for our God. **Every valley shall be raised up, every mountain and hill made low; the rough ground shall become level, the rugged places a plain. And the glory of the Lord will be revealed, and all people will see it together**

## ISAIAH 40:9

You who bring good news to Zion, go up on a high mountain. You who bring good news to Jerusalem, lift up your voice with a shout, lift it up, do not be afraid; say to the towns of Judah, **"Here is your God!"**

But we recognise that people have various things that **get in the way** of seeing God clearly including brokenness, addictions, negative church experiences, background and upbringing.

*Therefore it's our vision to*

1 IDENTIFY AND WORK TO REMOVE THE SPIRITUAL, EMOTIONAL & SOCIAL MOUNTAINS THAT CREATE OBSTACLES FOR EVERY PERSON TO CONNECT WITH GOD & THEIR IDENTITY

2 IDENTIFY AND WORK TO RESTORE THE SPIRITUAL, EMOTIONAL & SOCIAL VALLEYS THAT CREATE CHASMS IN UNDERSTANDING AND RELATIONSHIP WITH GOD.

*Right now that looks like this*

## Delivering our flagship initiative the Naked Truth Project.

Established in 2013, Naked Truth aims to open eyes and free lives from the damaging impact of pornography. Delivering a response to the problem of pornography that is both public and personal. Our "open eyes" initiatives provide mainstream awareness and education in the spheres of arts, education, politics, media and the church. Our "free lives" program seeks to provide practical recovery and support to any individual struggling with compulsive porn use as well as equipping churches, parents and partners wishing to support those who struggle. We also see Naked Truth as a "missional project" equipping and resourcing the Church to demonstrate the character and love of Christ through practical support and a message of hope and freedom.

*As team we have 7 core values with an associated question that helps us to embed those values into our work life.*

## **JOURNEY**

*How have I acknowledged the individual steps of a connected person's journey?*

## **PROGRESS**

*How am I making us better as an organisation?*

## **KINGDOM DRIVEN**

*How am I making my work accessible to all without being ashamed of Jesus?*

## **CREATIVITY**

*Is what I'm communicating capturing attention and sticking with people?*



## **STORY**

*How could I add another story to help people change theirs?*

## **PIONEERING SPIRIT**

*What dreams or ideas have I recently dismissed because they felt too difficult?*

## **INTEGRITY**

*What are the areas of disconnect between what I say and what I do at work?*

# ETHOS STATEMENT

The ethos of VISIBLE is our motivation for all our work – it is the reason why we do what we do. It is to work together to REVEAL JESUS and extend Jesus' model of the Kingdom of God on earth by living out a lifestyle of love, truth, justice, mercy and forgiveness, according to his teaching. We are inspired by the message, life and example of Jesus through which God's unconditional love for all people is expressed.

While this ethos is given life through our relationships, our relationships - the way we work together and behave with one another - are a demonstration and authentication of our ethos. It is through these relationships, with each other and those whom we seek to serve, that we practice our ethos.

Our ethos or motivation, and therefore our relationships, are rooted in our faith in Jesus Christ and in his love, which compels us to serve others, putting their needs first. When we work together it is this faith which directs and influences our internal relationships as well as our work with those who VISIBLE is seeking to serve.

As our beliefs underpin Visible's work, it is necessary that those who hold certain specific roles and responsibilities share them. We will therefore recruit people with a personal commitment to the Christian faith to such posts. However, because we actively promote inclusion, people of different faiths or none are warmly welcomed and valued, as we come together to fulfil our hopes and aspirations to serve all unconditionally. Our programmes and activities are open to all, regardless of their beliefs.

In this way VISIBLE operates on the understanding that our activities are simply an outworking of our faith; that our "doing" derives directly from our "being". There is an essential and indissoluble link between the inner and the outer, the private life and the public face of VISIBLE. The link between who we are and what we do cannot be broken.

# CHARITABLE STATUS & OBJECTS

VISIBLE is a CIO (Charitable Incorporated Organisation) registered with the Charity Commission for England and Wales. (Charity Number 1156788) with the following objects:

- 1) TO ADVANCE CHRISTIANITY FOR THE BENEFIT OF THE THE PUBLIC.
- 2) TO ADVANCE EDUCATION OF THE PUBLIC PARTICULARLY BUT NOT EXCLUSIVELY IN THE AREA OF CHRISTIANITY AND SEXUAL HEALTH.
- 3) THE RELIEF OF PERSONS IN NEED, HARDSHIP OR DISTRESS, IN PARTICULAR BUT NOT EXCLUSIVELY BY THE PROVISION OF COUNSELLING