

Vacancy

Evangelical Alliance appointment of

marketing communications co-ordinator



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Introduction from the CEO

The Evangelical Alliance is the largest and oldest body serving evangelical Christians in the UK. Since 1846, we've been uniting Christians and making their voices heard in the corridors of power. We've also been equipping churches for mission; inspiring them to drive the spiritual, social and physical transformation of their communities.

In John 17 – the final prayer of Jesus – Christ prays: “I in them and you in me—so that they may be brought to complete unity. Then the world will know that you sent me and have loved them even as you have loved me.” We believe that the unity Jesus prayed for is reflected in the church coming together, setting aside denominational differences, and working together for the gospel.

This is an exciting and challenging time to be a part of this organisation that I'm so privileged to lead. Our annual report, included in this document, gives you a flavour of the projects, programmes and campaigns that we've been involved in over the past year and just how we are making a difference. The global pandemic has changed everything, but we remain committed to our vision of together making Jesus known.

Thank you for taking the time to consider applying to the Evangelical Alliance. We're praying that God brings the right people to us.

Gavin Calver
CEO
Evangelical Alliance

About the Evangelical Alliance

The Evangelical Alliance joins together hundreds of organisations, thousands of churches and tens of thousands of individuals for the sake of the gospel. Working across the UK, with offices in London, Cardiff, Glasgow and Belfast, our members come together from across denominations, locations, age groups and ethnicities, all sharing a passion to know Jesus and make Him known. Today our dedication to serving the church, and society at large, is as strong as ever.

Like the evangelicals who have gone before us – those who abolished the slave trade, those who reformed our justice system, those who championed education for all – we are dedicated to blessing those around us as we worship God with all that we have and all that we are.

Today it is evangelicals who are at the heart of debt counselling, street pastors, night shelters and food-banks. Today it is active evangelical faith that is making a profound difference throughout our communities for the sake of the gospel. We speak up on behalf of those who are maligned and marginalised, affirming freedoms and proclaiming the good news of Jesus in words and in action.

We love Jesus and we want everyone in the UK to be given an opportunity to know Him. We love His church, and we will do all we can to unite evangelicals, building confidence in the gospel and speaking as a trusted voice into society to see it changed for Him.

eauk.org

Who we're looking for

The Evangelical Alliance is the largest and oldest body representing the UK's two million evangelical Christians. Since 1846, we have been bringing Christians together and helping them to listen to, and be heard, by government, media and society.

Are you creative and imaginative? Do you love communicating visually as well as through written prose? Are you conscientious, organised, with a great eye for detail? Do you believe that social media and digital spaces are amazing tools to share the love and transforming power of Jesus? We want to hear from you!

We are looking for a marketing communications co-ordinator to join our team. You will be responsible for shaping the visual and written content across a number of different channels and platforms as well as coordinating the wider work for the communications team. This is an exciting role with loads of opportunities for growth and development to hone skills and learn new ones.

About the role

Job title: marketing communications co-ordinator

Responsible to: head of digital and membership

Overall role objectives

To manage and co-ordinate Evangelical Alliance creative projects across our digital channels. You will be responsible for overseeing multiple social media accounts and helping to promote the work of the Evangelical Alliance and our members.

Main responsibilities

- Produce and co-ordinate digital content for our website and social media channels. Create marketing materials both digital and in print.
- Co-ordinate the scheduling and messaging of digital content across the Evangelical Alliance's platforms.
- Work closely with the wider Evangelical Alliance team in planning production schedules and co-ordinating tasks within the communications team.
- Liaise with various teams and the national offices in managing and maintaining their digital presence and communications.
- Create and co-ordinate regular digital content for eauk.org and our social media platforms.
- Devise and deliver marketing content for new products, events and editorial across our digital platforms in accordance with the marketing plan for the project and in accordance with the Evangelical Alliance brand. Delivering paid campaigns across our social media channels as required.
- Attend and live post Evangelical Alliance events when necessary.
- Explore opportunities to pioneer new digital engagement opportunities that assist the Evangelical Alliance to meet our strategic goals.
- Respond and deliver the ad hoc digital communications needs of the Evangelical Alliance's teams as they arise, ensuring they are on message and on brand.
- Any other duties as directed by the head of digital and membership.

There are some activities that apply to all members of staff, and these are listed below:

- Further the aims and objectives of the Evangelical Alliance.
- Undertake training/personal development through participation in the Evangelical Alliance's performance review programme.
- Manage one's own learning and contribute to the learning of others.
- Take part in other Evangelical Alliance activities arranged centrally or by other teams, where appropriate.
- Participate in staff prayers and worship.
- Maintain and develop the ethos of the Evangelical Alliance (refer to Ethos Statement and Code of Conduct).
- Regularly pray for the work of the Evangelical Alliance.

(The above list of job duties is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope and level of the post.)

This post is subject to an Occupational Requirement that the post holder is a committed evangelical Christian under Part 1 of Schedule 9 to the Equality Act 2010.

About you

Your experience, skills and abilities

The role of the marketing communications co-ordinator requires a committed Christian who can demonstrate the following that will be tested at Application (A), Interview (I) and Exercise (E):

E = Essential / **D** = Desirable

Your education/training:

- Educated to degree level or relevant experience – **E** (AI)

Your experience

- Understanding of the UK Christian church, in particular, the evangelical community – **E** (AI)
- Experience in managing multiple social media accounts on behalf of a charity or organisation – **E** (AI)
- Understanding of the current and emerging trends in social media communications and marketing – **E** (AI)
- Experience of producing marketing materials and messaging – **E** (AI)

Your skill/abilities

- Good level of theological and biblical literacy – **D** (AI)
- Able to demonstrate excellent creative writing skills, persuasive messaging and innovative storytelling techniques as well a keen eye for proofing and design detail – **E** (AIE)
- Able to create creative and engaging content on a range of topics – **E** (AIE)
- Able to demonstrate an understanding of the nature of social media channels, platforms and audiences and how to effectively engage – **E** (AI)
- Excellent interpersonal and communication skills with the ability to interact confidently, courteously and effectively with a wide range of people and teams – **E** (AIR)
- Excellent IT skills, including MS office, and digital platforms and design packages – **E** (AI)
- Rigorous attention to detail **E** – (AE)
- Able to think quickly and clearly whilst maintaining quality and corporate identity standards – **E** (AI)
- Excellent organisational skills, with ability to prioritise in a busy working environment and work to deadlines – **E** (AIR)
- Able to demonstrate sound judgement and problem-solving skills – **E** (AIR)
- Enthusiastic, positive and proactive – **E** (AIR)
- Willingness to work occasionally outside of normal working hours – **E** (AI)

Your personal qualities

- A clear commitment to the Christian faith and agreement with the Evangelical Alliance's Basis of Faith – **E** (AIR)
- Able to identify and be committed to the vision and mission of the Evangelical Alliance and to reflect our values – **E** (AI)
- Regular commitment and participation in the life of the local church – **E** (AI)

Also:

You will be actively engaged in an evangelical church. You will be comfortable sharing about Jesus and your relationship with Him and applying your faith to your areas of expertise. You will be expected on occasion to lead prayer times, to pray for the organisation's work with others, and to minister to other staff.

Having read the Evangelical Alliance's [Basis of Faith](#) you'll be able to confidently say that you're an evangelical.

You'll also be fully on board with the Evangelical Alliance's [Ethos Statement and Code of Conduct](#).

ANNUAL REPORT SNAPSHOT 2022-23

“There has been much to celebrate this last financial year”



Once more, I find myself at the end of a year feeling so grateful to the Lord for all He's done and His incredible provision to us at the Evangelical Alliance. As memories of the pandemic faded away, we found ourselves facing some new challenges, not least a significant cyber-attack at the beginning of our financial year, that had a big impact on us internally. Meanwhile our work has been affected, like for us all, through changes in government across much of the UK, and with the cost of living continuing to rise. However, yet again we have experienced the faithfulness of the Lord, as we have walked together seeking to have a positive impact in an ever-changing landscape.

Membership continues to be the heartbeat of what we do at the

Evangelical Alliance, and it has been a great delight to welcome people into membership at an increasing rate. By standing together, our mission is more effective, and our voice can be so much louder. We have continued to speak up in the corridors of power on the issues that matter most to evangelicals, and we are so grateful for your part in this. There have also been amazing opportunities for connecting with churches, and it's been a great privilege for the team and I to be out and about on the road, meeting so many Christians nationwide and sharing our hope in Jesus. It's also been great to have partnered with Alpha, CV Global, HOPE Together, Kingsgate Community Church and Luis Palau Association to see the latest version of the *Talking Jesus* research come out, that highlights the incredible opportunity and openness to the gospel right now.

At the end of another full year at the Evangelical Alliance, I'm feeling

very grateful. There have been battles and blessings, but the blessings do outnumber the battles. Thanks so much to every member, every donor, every friend who prays for us, without whom none of this would be possible. The Evangelical Alliance is not a staff team, though we have one, it's an alliance of thousands of churches, hundreds of organisations, and tens of thousands of individuals who come together to make Jesus known. Thank you so much for your part in this.

Most of all I'm thankful to the Lord, for His presence, favour and comfort. I'm still believing the best is yet to come. Let's continue to together make Jesus known.

Every blessing,

Gavin Calver
CEO

IN A YEAR OF BAD NEWS,

together we shared the gospel

Story bearer sessions

To equip and inspire Christians to share their faith with their friends online during the pandemic, we launched a weekly interactive Facebook Live event where evangelists and leaders shared wisdom, experience and advice.



Remember When

The Great Commission team saw the importance of peer evangelism during the pandemic. They developed a sermon series and small group resource that doesn't assume prior experience but encourages people to reflect on their journey of faith and use those stories to witness among friends and family.

Young adults

We're committed to helping the local church reach young adults. In the past, they were dubbed the 'missing generation' in our churches, but during the pandemic, large numbers of young adults prayed regularly or joined church services online. We produced *Is the 'missing generation' still missing?* a report with blogs and videos to help the church reflect on the changes and opportunities brought about by coronavirus in this ministry area.



This resource helps to change people's perspectives of evangelism from being something evangelists do to something they can do.

– Marcus Mak, Christ Church Felixstowe



IN A YEAR OF CONTENTION,

together we've raised our voices

Public policy

We engaged with policy development on marriage laws and hate crime, plus government consultations, parliamentary enquiries and policy development on a wide range of issues, including responding to consultations on gambling laws and at-home abortion.

"Thought-provoking. Very relevant and topical; love the way current issues in our society are linked to biblical truth."

– iTunes review

Being Human

Alongside the research phase of the wider three-year Being Human project, which seeks to help everyday Christians understand, articulate and participate in the biblical vision of what it means to be human, we also released season two of the Being Human podcast.



IN A YEAR OF CHALLENGES, together we prayed

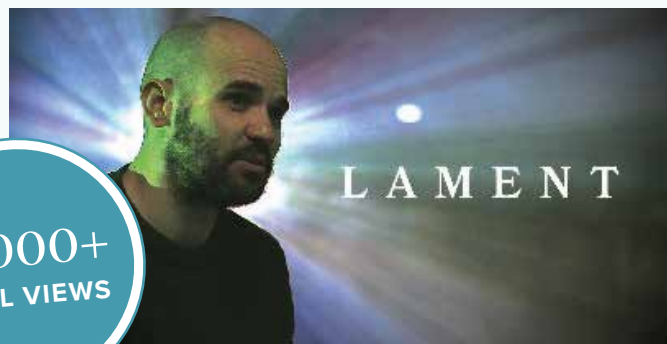
UK day of prayer

In response to our members' request, we called a UK-wide day of prayer in as the second wave of infections gripped the UK and beyond, working together with networks, denominations and churches to bring people together to pray.

Lament

A spoken word video: a cry of grief for that which had been lost during the pandemic, which also expresses the hope found in the Christian faith, made freely available for churches to use.

18,000+
TOTAL VIEWS



IN A YEAR OF ADVERSITY, together we've been a blessing

Stories of Hope Scotland

We launched a report revealing that the church in Scotland delivered more than 200,000 acts of support to more than 55,000 people. There were stories of local community partnerships and powerful testimonies. This report was picked up by the media, presented to the Government and ended in a debate and commendation in the Scottish Parliament, highlighting the amazing impact of the church.

“

I was very pleased to hold a members' debate on the @EAScotland report, Stories of Hope, which shows the huge impact churches have had in delivering support and responding to the needs of their communities during lockdown.

– MSP Jeremy Balfour on Twitter

”

Changing church: report and resource suite

As circumstances changed rapidly, the UK church needed support and representation. We undertook research to inform a suite of resources to meet the church's needs. We represented evangelical churches to government and pressed for sensible measures that permit church activity in a safe and responsible manner and avoid unnecessary restrictions.

Evangelical Alliance Leadership Conference (EALC)

We hosted our first-ever leadership conference: an evening full of interviews, worship, prayer and talks, with contributions from evangelical Christian leaders from across the UK and beyond.

“Well done @EAUKnews #EALC.

A whole household edified and blessed this evening. Thank you.”

– Will Briggs, vicar at the Vine

Sheffield, on Twitter

1,000+
DOWNLOADS
OF 10 TOP TIPS
FOR REOPENING
CHURCH
RESOURCE

5,000+
VIEWS

May the God of hope

fill you with

ALL JOY AND PEACE

as you trust in him,

so that you may

**OVERFLOW
WITH HOPE**

by the power of the Holy Spirit.

Romans 15:13

evangelical alliance
together making Jesus known



Terms & conditions and how to apply



Location:	Kings Cross, London, N1 (hybrid working possible)
Salary range:	£30,000 - £35,000 pa
Hours:	Full time, 35 hours per week
Contract type:	Permanent
Closing date:	9.00am on Monday, 24 June 2024
Interviews:	Week commencing 1 July 2024

To apply either download the application form and email us at hr@eauk.org with your completed application and a covering letter or complete [our online form](#).

For an informal conversation about this role, please email hr@eauk.org and we will arrange for someone to speak to you.

All applicants must be committed to the [basis of faith](#), [vision](#) and [ethos](#) of the Evangelical Alliance.

Please read our [privacy notice](#) for details of our use of your information.

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