



Evangelical Alliance
appointment of

Social media and marketing co-ordinator



evangelical alliance
together making Jesus known



A photograph of a man with short, light-colored hair and a beard, wearing a dark button-down shirt. He is holding a black microphone in his right hand and appears to be speaking. The background is blurred, showing what might be a stage or a presentation area with some light-colored shapes.

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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 time to join 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. But there is so much more to come: we have ambitious dreams.

Thank you for taking the time to consider applying for this key role. We're praying that God brings the right person to us.

A handwritten signature in black ink that reads "Gavin Calver".

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

The role of the **Social media and marketing co-ordinator**

From Insta stories to Twitter threads, with Facebook ads and YouTube channels, there are so many ways to tell our story and connect with people - but we need your help.

Are you a creative wordsmith excited by storytelling and passionate about Jesus? Do you have a strong eye for design and the ability to craft a persuasive message?

We are looking for a new social media and marketing co-ordinator to join our growing team at an exciting time for the Evangelical Alliance. With a background in social media or marketing communications and a working knowledge of the UK church, you will be an innovator and collaborator. If this is you - we'd love to hear from you.

About the role:

Job title: Social media and marketing co-ordinator

Responsible to: Digital team leader

Overall role objectives

To manage and maintain the Evangelical Alliance's social media presence, and to coordinate delivery of the Evangelical Alliance's messaging and marketing needs on our website and across all our digital platforms.

Main Tasks

- Manage the communications calendar and social media output to ensure a co-ordinated and coherent message across the organisation and across our digital platforms.
- Create and co-ordinate regular digital content for eauk.org and our social media platforms.
- Design and develop marketing language and content for new products, events and editorial across our digital platforms.
- Champion opportunities for membership marketing and engagement across the Evangelical Alliance's projects. Working closely with the membership team to ensure that the value of membership is communicated across all Evangelical Alliance's projects.
- Liaise with various teams and the national offices in managing and enhancing their digital presence and communications.
- Attend and live post Evangelical Alliance events when necessary.
- Co-ordinate and produce the Evangelical Alliance's regular emails. Ensure compliance with GDPR and internal policies.
- 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 digital lead.

There are some activities which apply to all members of staff and are listed below:

- To further the aims and objectives of the Evangelical Alliance
- To undertake training/personal development through participation in the Evangelical Alliance's performance review programme.
- To manage one's own learning and contribute to the learning of others.
- To participate in and take a turn in leading staff prayers and staff worship.
- To maintain and develop the ethos of the Evangelical Alliance (ref. Ethos Statement and Code of Conduct)
- To 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.)

About you:

Your experience, skills and abilities

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

E = Essential / **D** = Desirable

Your education/training:

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

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 skills/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 as 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)
- 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)

Your personal qualities:

- Enthusiastic, positive and proactive – **E** (AIR)
- Willingness to work occasionally outside of normal working hours – **E** (AI)
- A clear commitment to the Christian faith and agreement with the 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)

• Also:

- You will be actively engaged in an evangelical church. You will be comfortable sharing Jesus and your relationship with Him, and applying your faith to your areas of expertise. You will be expected on occasion to lead staff prayers and to pray for the organisations' work with others.
- 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.

2018–2019

Annual Report Summary



This has been one of the busiest and most fruitful years in recent Evangelical Alliance history.

Across the UK it has been our privilege to cheer on and champion the good works of the local church, and respond to requests for help, support and resource, all the while advocating on your behalf in government, the media and society at large. We've spoken up on difficult issues, helping Christians find their own voice and modelling transformative communications. All that we do and all that we are is driven by our core passion to make Jesus' name heard and known.

I will never forget the overwhelming joy I felt as I worshipped with more than 350 people who originate from all over the world, in different languages and different traditional attire, but all praising the same name – Jesus. The celebration marked the fifth anniversary of our One People Commission, which is dedicated to connecting and serving the ethnic diversity and Christian expression in the evangelical community.

Similarly, I have been so encouraged by our campaigns and initiatives that inspire and equip the church in mission and evangelism. I have loved hearing of the renewed confidence of church-based toddler groups as they proactively demonstrate their distinctly Christian foundation and share Jesus with the families they are connected to through our Great Commission work and the work of so many of our members.

This year we have seen remarkable growth in membership. Each month we have celebrated

churches, organisations and individuals that have joined us from all over the UK and from across the evangelical community. Sharing our values of being Christ-like, relational, trustworthy and prayerful, we can cheer each other on, celebrate the work of the gospel in our towns, cities and places, and in all things make Jesus known. I am humbled to be serving you all, and I pray that we continue to faithfully serve you and the wider church for years to come.

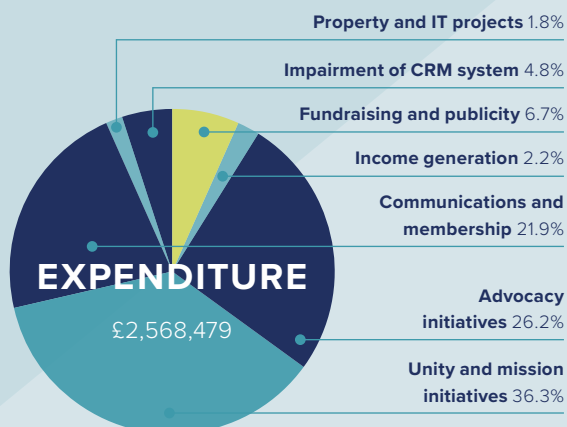
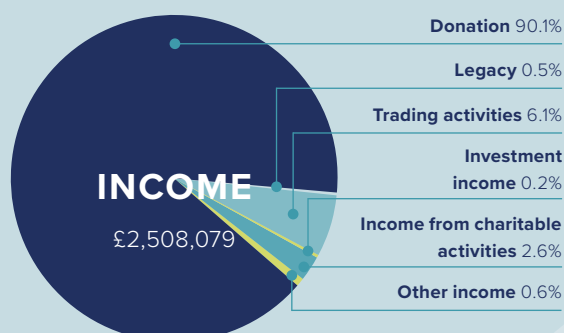
Our full annual report is available online and as a hard copy on request. But so much of our work can never been fully recognised in reports like these. The faithful women and men who work around the UK for the Evangelical Alliance, serving the church and transforming our society through their dedication and talent, never cease to move and inspire me. We have more than 50 members of staff, plus a large team of interns, volunteers and friends who generously gift their time, talents and resources to the Evangelical Alliance. Thank you for all you do.

This has been my tenth year as general director of the Evangelical Alliance, and I recently announced that I will be stepping down later this year. I can honestly say that I have never felt prouder to be associated with such a crucial organisation that is dedicated to serving the UK church, and I am utterly confident in our future as Gavin Calver takes on the leadership mantle as CEO.

God bless,

Steve Clifford, general director

FINANCIALS



Serving our members

Serving the church

GREAT COMMISSION

"I was about to give up on our local toddler group, having been discouraged and challenged with a number of obstacles. The Great Commission's toddler video popped up on my feed, and after watching it, I felt convicted and inspired to keep going; nothing is more important than sharing Jesus with those families."

Debbie Constable, Edinburgh



TRANSFORMED

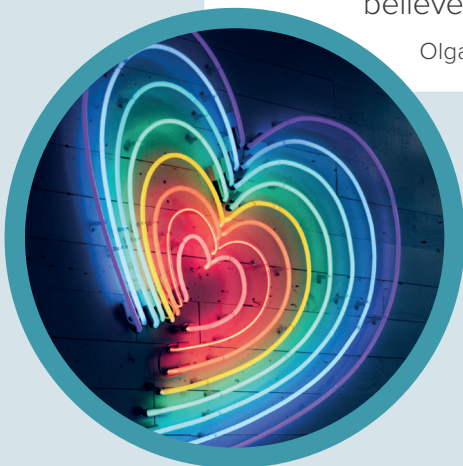
"Transformed has greatly benefited our local church in expanding our hearts to understand the challenges faced by those in the transgender community, while equipping us to extend care in a way we believe Jesus would."

Olga Mullarkey, Green Pastures Church

PUBLIC LEADERSHIP

"Public Leader: Scotland has been one of the best experiences I have ever had, and I am just so grateful to God for His timing in it all. I feel like I'm going back to work tomorrow with increased faith for what God is going to do next."

Shona, Glasgow



BOTH LIVES MATTER

"The abortion debate can be so polarised, making people reluctant to get involved. Both Lives Matter captures a hopeful tone so well, encouraging others to take a stand."

Jude, midwife

OPC

"Being part of the OPC Young Adults Forum has been a wonderful way to build friendships with, and learn from, brothers and sisters from different ethnic and church backgrounds. It's amazing to see God's diverse church coming together as one."

Caroline Millar, London City Mission



50

CURRENT
PARTICIPANTS

(England 17, Scotland 16,
Northern Ireland 14)

5

YEARS OLD

YOUNG
ADULTS

20

YOUNG ADULT
CONSULTATIONS FOR
DENOMINATIONS,
CHURCHES AND
ORGANISATIONS

TRANSFORMED

3,000+

TRANSFORMED
COPIES
DISTRIBUTED

2,500

TRANSFORMED
PDF DOWNLOADS

1,000+

VIDEO VIEWS

MEMBERSHIP

1,587

NEW MEMBERS
INCLUDING:

82

CHURCHES

1,482

INDIVIDUALS

23

ORGANISATIONS

COMMUNICATIONS

45,000+

FOLLOWERS ACROSS OUR
SOCIAL MEDIA PLATFORMS

23,000

IDEA COPIES
DISTRIBUTED EVERY
EDITION

350+

MEDIA ENGAGEMENTS
ACROSS LOCAL, NATIONAL
AND INTERNATIONAL
MEDIA OUTLETS

400+

SPEAKING
ENGAGEMENTS

6

NEW
RESOURCES

For our full report visit
eauk.org/annual-report

LET US **RUN**

with ▼

ENDURANCE

the **RACE** MARKED
OUT

• **FOR**
• **US**

FIXING OUR EYES ON

JESUS

THE
PIONEER
AND
PERFECTER
OF FAITH.

Hebrews 12:1b-2



*thank you
for your continuing support*

Terms & Conditions and How to apply



Salary:	£25,000 per annum
Start date:	December 2019 / January 2020
Type:	Permanent
Hours:	Full-time, 35 hours per week
Location:	Kings Cross, London, N1
Closing Date:	9am on Monday, 30 October 2019
Interviews:	6 November 2019

To apply either [download the application form](#) and email it to hr@eauk.org or [complete our online form](#).

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

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

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.