



Arthur Rank Centre

CONFIDENT RURAL CHRISTIANS

THE ARTHUR RANK CENTRE

The Arthur Rank Centre is a Christian, ecumenical, national charity whose vision is of confident Christians in every rural community. We share good practice and encourage one another as we help rural Christians share the Gospel. We use our learning to advocate for rural Christians, rural churches, and their communities to national church and government.

Job Description

Job Title:	Digital Media and Communications Manager
Responsible to:	CEO
Working Hours:	28 hours
Salary:	£26,999 to £28,785 p.a.
Location:	Holly Farm Business Park, Honiley, Warwickshire and some travelling. Ability to work from home under particular circumstances.

Job Summary

To develop and maintain branding and communications strategy for approval of CEO and Trustees. The postholder will be responsible for content on all existing communication channels and developing a presence on new platforms as they emerge.

Responsibilities

General:

- Develop marketing plan for ARC, in-line with 5-year plan and charitable objectives
- Work with CEO and finance team to set marketing budget; responsible for working within budget
- Manage media campaigns for events, training or launch of new resources
- Write press releases and liaise with radio, television and written publications

- Engagement with stakeholders via Twitter, Facebook, YouTube, and Instagram
- Responsible for the maintenance of the ARC website via WordPress. Keeping the content accurate, relevant, and up to date. Working in conjunction with the design team and web designer to review the layout, content, usability, and design annually
- For team and trustees' meeting produce a report highlighting key digital analytics
- Maintain and refresh photographic archive.
- Sound understanding of GDPR and Creative Commons licenses. Assist in taking and requesting photographs for use, but with appropriate privacy notices
- Manage branding house style and guidelines for external partners
- Responsible for the writing of the monthly in-house digital newsletter ARC News
- Assist with the editor of the in-house magazine Country Way with proofing and sitting on its Editorial Board
- Responsible for the analysis of feedback after key events e.g., conference – using data to inform strategy
- Engage with warm leads following after events and where appropriate maintain relationships utilising Salesforce CRM.
- Research and be aware of rural context – where appropriate either engage or highlight campaigns we should have a voice in.
- Develop Alumni networks and keep up to date records.
- Lead on the design and development of printed products e.g., flyers, pull-up banners etc.
- In conjunction with other key members of staff, support the development of our membership scheme.
- Where appropriate attend regional and national events to promote the organisation or highlight other members of staff, trustees or ambassadors who could attend
- Attend meetings where input is required.
- To work with the CEO and other staff members on ad-hoc projects as required.

Person Specification

Essential

- Copywriting skills
- Excellent IT skills, including proficiency in the use of all aspects of Microsoft Office
- Proven track record of maintaining a website and social media channels
- Comfortable around digital media and communicating with a wide variety of supporters and stakeholders
- With minimal support be able to implement PR and communications strategy and sell to team
- Be able to proofread own and others work
- Show initiative and be able to help drive the organisation forward to meet charitable objectives and maintain KPI targets
- Ability to organise workflow to meet deadlines
- Ability to work effectively as part of a small team
- Eye for design and detail
- Video editing and digital photography skills
- Good understanding of Church structures or willingness to learn about them
- Valid driving license
- The jobholder must be in sympathy with the aims and purpose of ARC

Desirable

- Flexible and relaxed approach to changes of location, systems, and personnel
- Understanding of the voluntary sector
- An ability to consider strategic development of the Charity and offer relevant views