

Job Description

Communications Officer



Purpose

To further develop and invigorate AoG online communication channels such as the website, blogs, Facebook, Twitter, intranet and any other social or other media from time to time and to increase followership across all of the social media platforms.

To research, create, and edit engaging content and providing information about AoG's leaders, churches, activities, news and events.

Key Tasks and Responsibilities

1. Generate content for the different communication channels including but not restricted to the website, Facebook, Twitter, intranet etc.
2. Refresh the AoG website with new information on a frequent basis, at least weekly.
3. Schedule social media to do at least one update a day.
4. Interview leaders/people with stories and prepare articles.
5. Promote resources for our leaders on the website and intranet.
6. Schedule, organise and prepare the Monday weekly e-news for email distribution.
7. Promote AoG activities and events on the website and social media. Create and manage events booking systems for AoG events.
8. Work with the different AoG ministries to help them communicate their messages, aims and events through the website and social media, and ensure that the AoG branding, voice and message is consistent.
9. Prepare press releases as and when they are needed.
10. Be the face & voice of AoG to the media, as and when appropriate
11. Send out mass text messages as and when requested.
12. Assist and train AoG administrators and anyone else who needs to use the website and media for event bookings, communication etc.
13. Respond quickly to inappropriate or negative online content, liaising with management where appropriate.
14. Continually develop and improve the website, intranet and other communication tools.
15. Work with other staff to keep the user lists and website up to date.
16. To oversee the work of the Creative lead.

Financial Authorities

Tbc

Reporting Line

Responsible to: General Manager

Responsible for: Creative Lead

PERSON SPECIFICATION

Communications Developer

	ESSENTIAL	DESIRABLE
Qualifications	<ul style="list-style-type: none"> GCSE in English 	<ul style="list-style-type: none"> A level 3 or above qualification in a relevant area
Experience	<ul style="list-style-type: none"> Previous experience of generating content for websites and social networking. 	<ul style="list-style-type: none"> Previous leadership experience
Skills	<ul style="list-style-type: none"> Proficient in the use of Mac and Microsoft office package and other relevant software. Excellent written communication skills. The ability to write engaging copy. The ability to work accurately with a high attention to detail Good judgement and the ability to respond quickly to inappropriate or negative online content. Effective time management skills – be able to prioritise work and meet deadlines. 	
Personality	<ul style="list-style-type: none"> Good interpersonal skills. The ability to engage with people being interviewed, etc. Self-motivated but able to work as part of a team. 	

Misc	<ul style="list-style-type: none">• Comfortable working in a Christian organisation.• Be able to work flexibly and be able to commute to Manchester and Mattersey as required	<ul style="list-style-type: none">• A full UK driving licence
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