

## CBW Communications Officer Job Specification

As at 9.1.2021

### Background

CBW seeks to provide pastors in the majority world who lack both resources and theological education with excellent reformed literature free of charge. Our ministry is split into three key areas:

- Book Distribution
  - We distribute new and second-hand books from the UK and hubs in local countries
- Translation and Publication
  - We simplify, contextualise and translate English books into national and tribal languages
- E-Books & Audio books
  - We currently provide several hundred books on CBW's digital platforms (e-Reader and Apps) and plan to make many more freely available under licence

For a general introduction to CBW and an overview of our operations please watch a 10 minute video at: <https://youtu.be/Yq14fprSOog>

We are endeavouring to work more closely with our sister charity Pastor Training International (PTI) who train pastors in a similar situation in the majority world. Both PTI and CBW need a communications officer to help execute their respective communication strategies which, although not exactly the same, have much in common.

### Aim of the Role

To implement the CBW communications plan under the direction of the CBW's Acting Communication Manager and Executive Director. Focus will be growing CBW's digital audience and communicating our mission to the evangelical church primarily in the UK.

### Key Activities

#### Social Media

- Post and respond on social media (currently Facebook and Twitter. Create an Instagram account and LinkedIn in due course)
- Deliver content on a regular and planned basis with the help of scheduling tools
- Creative input into content welcomed and encouraged

#### Email Marketing

- Support newsletter coordinator in delivery of email newsletters (bi-monthly)
- Support team in delivery of season email campaigns (e.g. Advent, Pentecost, Lent)

### Content Marketing

- Maintain the CBW blog and other website content platforms
- Contribute blog posts
- Manage a story bank
- Create and adapt simple videos for the CBW YouTube Channel

### Fundraising Support

- Ensure donations function on website is working
- Pioneer digital fundraising with the rest of the team

### Personal Development

- You will be encouraged and helped to develop communication skills e.g.
  - Develop SEO and Google AdWords competence
  - Video editing and creation
- Take part in relevant training opportunities, including internal communications gatherings.
- When appropriate attend the CBW's weekly Executive Committee meetings

### Requirement, Skills and Experience

- Able to sign CBW's Statement of Faith
- At least educated to A-Level, ideally undergraduate degree
- Social Media Savvy – a digital native, ideally!
- Able to work one day a week (7 hours not necessarily on the same day) for 46 weeks a year excluding holiday

### Remuneration

- £11.50 per hour – equates to £18,515 pa