



Communications Officer-Role Description

Background

Pastor Training International is a Christian ministry whose goal is to support indigenous churches in the Majority World in the training of current and next-generation pastors and leaders to preach and teach biblically. Our aim is to bring glory to God through fostering biblically faithful preaching of the Gospel and the building up of believers in His world-wide church. We do this by supporting and partnering with local churches and trainers in host countries in the majority world to:

- Deliver culturally appropriate programmes for the development of pastors and leaders who otherwise might not have access to theological training.
- Co-design training programmes that are appropriate to the context, reproducible and sustainable with consistency of quality.

This new role has been developed to support the growth of the work as we implement our new strategic direction (See appendix 1). You can learn more about us and our work here: <https://www.pastor-training.org/about-us/who-we-are/>

We are endeavouring to work more closely with our sister charity Christian Books Worldwide (CBW) who provide educational material in similar situations 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

Working with the Director of Ministry, Simon Percy and other members of the PTI team, the role holder will help implement the PTI Communications strategy, grow our digital audience, and communicate our mission to the evangelical church in the UK and beyond.

The role is 1 day per week for 12 months in the first instance

Person Specification

We are looking for someone who:

- Is fully in sympathy with our mission. (A Christian commitment is an Occupational Requirement for this role). A copy of our statement of faith is attached (Appendix 2)

- Enjoys developing and implementing communications plans to engage very diverse audiences
- Has skill and an interest in writing engaging material alongside using other form of media (video and audio for example)
- Is keen to apply their social media awareness and skills in a Christian ministry context
- Uses their own initiative whilst working collaboratively with a wide variety of individuals and partners
- Enjoys working with people and has some understanding of the mission world
- Likes to be part of a team and contribute to a varied range of work
- Is good at project planning and delivering to deadlines
- Is at least educated to A-Level, with ideally undergraduate degree

Role Description

The core responsibilities include:

Social Media

- Post and respond on social media (currently Facebook, Twitter, Instagram and LinkedIn)
- Deliver content on a regular and planned basis via scheduling tools
- Creative input into content welcomed and encouraged

Email Marketing

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

Physical Newsletter/magazine

- Research and write articles for the new magazine
- assist with the sourcing of photographs for the magazine

Content Marketing

- Maintain the PTI blog and act as blog editor
- Contribute blog posts
- Manage story bank

Fundraising Support

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

Personal Development

- Take part in monthly comms team meeting and staff meetings
- Develop SEO and Google Adwords competence
- Take part in relevant training opportunities, including biannual internal communications gatherings.

Please note that these are indicative activities, and, by agreement, we are open to the post-holder developing other areas of work in service of the ministry that match their gifting and skills. The postholder will be a key member of the PTI team and will take part in monthly comms team meeting and staff meetings.

Accountability

The post-holder will be accountable to the Director of Ministry and for their day today responsibility will be under the oversight of the Communications Coordinator.

Working Arrangements

The post-holder will largely work from home and will need access to suitable IT and phone connectivity. On occasions there may be travel to meetings and when these occur travel expenses will be payable. Whilst the hours of work are largely flexible through the working week the post holder will need to commit to be available for routine team and 1-1 meetings with the Director and other colleagues when necessary.

PTI is keen to support the development and learning of all its staff and volunteers. With this in mind objectives will be agreed for the year and routinely reviewed as part of monthly meetings with the Director. In the case of this post there will be an expectation that the person will develop SEO and Google Adwords competence and take part in relevant training opportunities, including biannual internal communications gatherings.

Feedback on performance will be offered in the spirit of supporting individual and team development.

Remuneration Arrangements

Employment for one day a week in the first instance by PTI with remuneration set at a mid-range comparator level with church administrators at £11.50 per hour (52 weeks per year with 4 weeks leave +bank holidays pro rata and approx. £21,000 pro rata). Expenses incurred are payable in addition.

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Strategic Intention 2020-30

The Goal of PTI is to support indigenous churches in the Majority World in the training of current and next-generation pastors and leaders to preach and teach biblically.

Why? To bring glory to God through fostering biblically faithful preaching of the Gospel and the building up of believers in His world-wide church.

What? By supporting and partnering with local churches and trainers in host countries in the majority world to:

- Deliver culturally appropriate programmes for the development of pastors and leaders who otherwise might not access to theological training.
- Co-design training programmes that are appropriate to the context, reproducible and sustainable with consistency of quality.

How PTI will achieve this:

- Placing prayer at the heart of all we do.
- Seeking, with God's help, to adhere to our doctrinal statement and use it as a reference point in all our decision making.
- Building long term partnerships with UK churches and like-minded organisations who share this vision and act as a 'bridge' to connect them with identified localities in the Majority World.
- Supporting and developing trainers in the UK who can teach and develop trainers in the Majority World.
- Engaging in training in specific localities in the Majority World that has as its goal the development of local trainers.
- Learning from these experiences so that those trainers can then support the development of a cadre of new trainers able to reach successive generations of preachers and teachers

PTI will facilitate this training by:

- Developing and sourcing resources, including finance that will enable this vision to become a reality.
- Developing the appropriate leadership, staffing, infrastructure and governance.
- Growing the ministry team base to reflect the diversity of Bible-believing churches in the UK.
- Acknowledging that the timescales for the achievement of its goal will most likely

extend beyond a ten-year timeframe and are long term objectives

Approved November 2020

Review date November 2021



Statement of Faith

PTI's theology is unashamedly conservative, evangelical and reformed. Our core beliefs, objectives and activities will always be consistent with orthodox, Bible-centred Christianity.
God.

God

There is one God, who exists eternally in three distinct but equal persons: The Father, Son, and Holy Spirit. God is unchangeable, and fulfils His sovereign purposes in creation, providence, and redemption.

The Bible

God has revealed Himself in the Bible, which consists of the Old and New Testament scriptures alone. This is God's Word because the writers spoke from God as the Holy Spirit directed them. The Bible, which as originally given is entirely without error, speaks with final authority and is sufficient for all matters of faith.

Humanity

God created humanity in His own likeness and image, conferring on all people equal dignity and worth. As a consequence of the fall, our human nature is corrupted, leaving all people without spiritual life, guilty sinners, and hostile to God. As a consequence of the original sin of Adam and Eve, we have all sinned and fall short of the glory of God, and are thus subject to His wrath and condemnation.

The Lord Jesus Christ

The Lord Jesus Christ is fully God and fully man. As fully God He is the eternal Son of the Father, and as fully human He was conceived by the Holy Spirit and born of the Virgin Mary. He lived a sinless life, and all His words are true and authoritative. By His voluntary, penal substitutionary death on the cross He atoned for the sins of all who would rely on Him alone for pardon. He rose bodily from the dead, and ascended into heaven where He is now exalted as Lord of all and intercedes for those who come to God through Him. Christ is the only way to God who declares Him to be the one Mediator and Saviour of the world.

The Holy Spirit

The Holy Spirit brings people to repentance and faith in Christ for salvation, and is present within all believers. By the power and presence of the Holy Spirit all believers are enabled to grow in likeness to Christ and to serve God.

Salvation

Salvation is entirely a work of God’s grace, and has been accomplished by the Lord Jesus Christ. This is the good news that Christians call the Gospel. Through the preaching of the gospel God forgives sinners whom He calls to repentance and faith. All who believe in Christ alone for salvation are pardoned, with the righteousness of Christ imputed to them, that is justified, and receive eternal life.

The Church

The Church is the body of believers to which all who are saved belong. Christ is the head of this body made visible in local churches where there is the worship of God, the preaching of His Word, and baptism and the Lord’s Supper as instituted by Christ. The unity of the body of Christ is expressed by mutual love and peace, and can only exist wherever there is faithfulness to the Gospel.

Mission

The mission of the Church is to freely offer the Gospel of Jesus Christ to all people, and seeking to make them disciples who live in obedience to Christ

The Last Things

The Lord Jesus Christ will personally return in glory, and will then righteously judge all mankind. Those who are justified by grace will enter into everlasting joy in fellowship with God, and all unsaved people will enter into everlasting misery.

Approval Date: November 2020

Review Date: November 2021

I agree with the above Doctrinal Basis. Name:

Date: Signature: