

## JOB DESCRIPTION

**Job Title:** Communications Manager

**Location:** Verso Vineyard Church, 7 Brick Knoll Park, St Albans, AL1 5UG

**Reports to:** Senior Leadership Team

**Vision:** We are a vibrant and growing church family committed to seeing our region, our nation and the nations transformed in the power of the Holy Spirit. We're looking for a **Communications Manager** who doesn't just see "comms" as a series of tasks, but as both a digital front door to a seeking world, and a vital tool for uniting our church family.

You'll be the bridge between the vision of our leadership and the ears of our church family and the wider world, ensuring our message is clear, compelling, and authentic.

**Hours of work:** 14 hours per week – Flexible  
It is a requirement that the employee is present for the weekly staff meetings, currently 13:15-14:15 on a Tuesday. You may occasionally need to work on Sundays.

### Key Responsibilities

#### 1. Develop an overarching communication strategy

- **Comprehensive and Expansive:** Utilising all the media available to take the vision, values and practices of our church family across all its sites and share them with the wider world.
- **Shared and Understood:** Ensuring that all the main stakeholders (leaders, staff and volunteers) understand how we communicate, and why.

#### 2. Digital Hub & Website Management

- **The Digital Front Door:** Act as the primary architect of our website, ensuring it is a warm, intuitive, and clear invitation to newcomers, while serving as a functional resource for members.
- **User Experience:** Map out "next steps" journeys (e.g., from visiting to joining a Verso Group), ensuring the integration with our church management systems (like ChurchSuite) is seamless.
- **Content Strategy:** Regularly update the site with teaching series, photos & videos, blogs, and testimonies that reflect the current activity of God in our community.

#### 3. High-Quality Print & Written Resources

- **Publication Lead:** Oversee the end-to-end production of printed materials, including newcomers' packs, discipleship tools and vision booklets.
- **Writing and Copy-Editing:** Serve as the "voice" of the church in print – ensuring

that all written content is theologically sound, stylistically consistent, and free of errors.

#### 4. Strategic Brand Stewardship

- **Visual Identity:** Ensure our branding remains fresh and consistent across all physical and digital touchpoints, from the Sunday slides to the other signage around the venues.
- **Consistent Narrative:** Work with the Senior Leadership Team to translate the church's vision into clear, written text that the church family can rally around.
- **Creative Collaboration:** While a separate team handles social media, you will ensure that our core messaging and high-res assets are shared across all departments for a unified voice.

#### 5. Relational Connections

- **High-functioning Team:** Work closely with the Creative Content Producer and the Social Media Manager.
- **Bridge Building:** Relate with warmth and kindness to people in the church, in the wider Christian community, and beyond into the world.
- **Production Management:** Manage relationships with external printers and designers to ensure resources are delivered on time and within budget.

#### Other requirements

- Comply with all Church operating policies and procedures.
- Contribute to the effective running and development of the Church.
- Carry our church's culture of Christian values and practices in all aspects of the role and in all interactions.
- Participate in the Christian practices of the team e.g. staff meetings, prayer and worship times etc.
- Demonstrate a clear, personal commitment to the Christian faith. \*
- Attend line management meetings and weekly staff meetings.
- Participate in annual performance reviews.
- Undertake any training or personal development as required.
- Any other duties reasonably requested by your line of management.

#### KEY FACTORS

Employee Reports: Relevant volunteer teams  
Financial Responsibility: Involvement in annual budget process for relevant areas

#### \* Occupational Requirement

**Note:** Due to the nature of the role, there is a Genuine Occupational Requirement (GOR) that the post-holder is a practicing Evangelical Christian and is fully aligned with the church's vision and values. You will be expected to be an active member of our church family. The genuine occupational requirement for this post is implemented under Employment Equality (Religion and Belief) Regulations 2013.

## PERSON SPECIFICATION

ITEM	ESSENTIAL	DESIRABLE
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>• Basic GCSE's or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>• Formal theological training and accreditation.</li> </ul>
<b>SPECIAL SKILLS</b>	<ul style="list-style-type: none"> <li>• <b>Writing Style:</b> Exceptional command of written English; able to write for the "head" and the "heart."</li> <li>• <b>Technical:</b> Proficiency in CMS (Webflow/WordPress/Squarespace) and Adobe design products.</li> <li>• <b>Theology:</b> You are passionate about diversity and building a team that reflects the Kingdom of God</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in professional creative or journalistic writing</li> <li>• Knowledge of SEO and web analytics.</li> </ul>
<b>WORK / VOLUNTEER EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Experience in comms, editorial, or marketing role, preferably in a professional capacity.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in a large church or Christian NGO environment.</li> <li>• Ministry</li> </ul>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>• Safeguarding</li> <li>• Culturally aware</li> </ul>	<ul style="list-style-type: none"> <li>• Biblical / doctrinal</li> </ul>
<b>SPECIAL FACTORS RELEVANT TO THE POST</b>	<ul style="list-style-type: none"> <li>• Deeply aligned with Vineyard values and theology.</li> <li>• Adherence to the Statement of Faith of Vineyard Churches UK</li> <li>• Adherence to the Vision &amp; Values of Verso Vineyard Church</li> <li>• Able to sign the Evangelical Alliance statement of faith.</li> <li>• Clear DBS – if required</li> <li>• Strong personal faith</li> </ul>	