



Job description

| Job profile | |
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| Job title | Media and Communications Manager |
| Team/Department | SPTC |
| Reports to | Tilly Bacon |
| Principle Location | St Mellitus College, 24 Collingham Road |
| Travel required | Minimal |
| Full time or Part time (days per week) | Full-time |
| DBS check required (Yes/No) | No |
| Special conditions of employment | N/A |
| Date written/updated | 1 st June 2018 |

| Role context |
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| <p>The vision for HTB is the (re) evangelisation of the nations and the transformation of society.</p> <p>Each member of staff plays a key role in contributing to our vision. Our mission is bigger than any individual task but together our work contributes to the bigger picture. As a Christian organisation, our faith is an integral part of our working culture.</p> |
| Role and Aims of the Team/Department |
| <p>St Mellitus College (SMC) was formed in 2007 by the Bishops of London and Chelmsford. It delivers part-time and full-time context-based training in theology and ministry, preparing students for ordained, Reader (LLM) and lay ministries in the Church of England, and for leadership in other churches. In 2013, St Mellitus College, North West was launched, in partnership with five dioceses in the NW of England. Last year St Mellitus College, South West launched in partnership with the dioceses of Exeter and Truro. SMC Teaching therefore takes place in four venues: Liverpool Cathedral (Mondays), St Jude's in Earl's Court (on Mondays and Tuesday evenings), St Matthias in Plymouth (Tuesdays), and Chelmsford Cathedral (Thursday evenings).</p> <p>St. Paul's Theological Centre (SPTC) is based in London and its aims are to:</p> <ul style="list-style-type: none"> • Offer resources for lay training for HTB & other churches in London • Offer a route to ordination and church leadership training via a diploma/degree course • Make these resources available to churches elsewhere in the world, especially those in the global Alpha network • Provide a theological resource for the growth and development of HTB and Alpha. |

| Role purpose and objectives in the context of the Team's role and aims |
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| <p>The purpose of the role is to work alongside the Director of College Operations in the development and delivery of St Mellitus College and St Paul's Theological Centre's communication strategy, whilst serving the relevant communications needs of the team.</p> |



Key responsibilities (in order of priority)

Media and Communications Manager (primary responsibilities):

a) Strategy and planning

- Supporting the Director of College Operations and Management Team in developing St Mellitus College's strategy and architecture including an annual communications plan, including goals, deliverables, schedule and KPIs
- Grow the brand's strength and ensure everything produced is in line with the brand guidelines
- Responsible for managing and co-ordinating design and print needs

b) Delivery of Communications Plan

- Responsible for the delivery of St Mellitus College's communications, raising our profile with each of our respective audiences, identifying the key messages that need to be communicated to them and the most effective channels for doing so

c) Video

- Overseeing the schedule and direction of films produced
- Managing the Media and Production Coordinator and Creative and Production Assistant and overseeing the editing process
- Managing and filming (recorded and live-streamed) material for dispersed learning to external sites

d) Digital

- Ensure both the St Mellitus College and St Paul's Theological Centre websites are effective communication tools for key audiences and are kept up-to-date with (among other things) relevant programme information, regular news updates, staff and other personnel and relevant links
- Ensure up to date photography on all platforms, keeping in line with brand guidelines
- Develop and maintain our existing social media channels including, Facebook, Twitter and LinkedIn. Part of your responsibility is also to look for opportunities to grow our presence on Social Media and reach the target audiences and engage them through social media
- Managing the college's YouTube and Vimeo accounts

e) PR

- Responsible for developing (with the Director of College Operations) and delivering a strategy for print advertising
- Develop and deliver a strategy to ensure brand presence at key events and conferences

f) Internal Liaison

- Work closely with the Fundraising team to ensure donors are informed about, and engaged with, the work of the college
- Manage the St Mellitus College brand values, positioning, personality and visual ID
- Ensure internal communication and messaging is on brand and up to date



Assisting with general office coverage for the SPTC team (when required)

- Supporting SPTC events & related activities as required
- Assisting with the administration on residential weekends

This list is not exhaustive and additional administrative duties may be needed as deemed appropriate by management

| Role Scope | |
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| Budget management where relevant | c. £15k |
| People management | Production Assistant |
| Key relationships – internal | All SPTC & St Mellitus College (SMC) staff and HTB support departments, with a particular focus on media, production, IT, volunteers, and vergers. |
| Key relationships – external | Responding to SPTC Satellite and Partner needs, all other media requirements. |

Essential and desirable skills, knowledge and experience required for the job

Building on the foundations of and in the same spirit as the ministry of HTB & Alpha; a passion for theology in helping transform people’s minds, lives and society.

- A committed and professional approach to helping build the Centre and assisting other sites
- A commitment to creativity in communication using differing forms of media
- Knowledge of filming, editing and media programmes, for example, experience with the Adobe suite of products and website editing tools for website management.
- Customer service driven – a servanthood approach
- Ability to prioritise and co-ordinate work loads
- Flexible, reliable and proactive team player
- Excellent people and telephone skills
- Good IT skills – ability to use Microsoft Office packages, including Word, Outlook, PowerPoint and Excel.

Working environment

We have a fast-paced working environment where we strive for excellence in everything we do. Our ethos is to be grateful, gracious and professional and we endeavour to thread this through every part of the organisation and every interaction. It is an exciting and challenging place to work and is full of variety. A can-do environment where innovation and creativity is encouraged alongside serving others. Staff community is warm and engaging with lifelong relationships being built.

Work expectations

- Monday to Friday: hours 09:30am – 5:30pm,



- *5 weeks' holiday a year:* please note term times, as holidays will usually be granted around these and / or half-terms
- Attend HTB Staff Meetings on Tuesday mornings at 9.30am
- Attend SPTC Staff Meetings on Thursday mornings at 11.00am
- We offer a variety of benefits including pension, childcare vouchers, season ticket loan, bike scheme and a number of discounts to local providers
- Whilst the role is Monday – Friday, the role holder will need to be available to work key dates during some courses.
- The role holder must be available to work at a selection of key events at HTB which could include Christmas services, Easter services and Annual Parish Church meetings when required.
- Available to work at Focus (the church holiday in the summer, one week duration).
- Attendance Tuesday morning staff meeting.
- If eligible, the role holder may be required to serve on the reception lunch cover rota once per month.