



Job Description & Person Specification

Marketing & Editorial Lead





'The fruitfulness that changes lives and nations ripens in the valley of everyday, Monday to Saturday ordinary living.'

Mark Greene, LICC Executive Director

About LICC

We're convinced of this: when all God's people have eyes to see their full role in God's rich purposes and are encouraged and equipped to do so, humanity flourishes and God is glorified. Missionally, pastorally, and biblically, whole-life discipleship is central to the plans and purposes of God.

Of course, we're not alone in believing this. But we're solely dedicated to igniting imagination and inspiring practice that releases the whole people of God for the whole purposes of God, wherever they are Monday through Sunday. After all, 98% of Christians spend 95% of their waking lives scattered in the world – in work and schools, streets and homes, in clubs and pubs, into extended networks of family, friends, colleagues, and neighbours.

We see ourselves as catalysts in this movement, igniting imagination and leading thought and practice in contemporary whole-life discipling. We seek to do so through our insights, research, teaching, consultancy, speaking, writing, resources, story-telling, and creative communications. We're committed to doing so collaboratively, through the many partnerships we enjoy with people, networks, denominations, and churches across the UK.

Our focus now is on sustainable change over the long-term, so we're looking to a new season of wisdom development to capture this. We are ready to scale the impact of this work and need the right people on the team.

Marketing & Editorial Lead

Role Description

Responsible to: Creative Services Director

Responsible for: Leading on strategy and execution of marketing and supporter communications, editorial oversight, and copywriting.

Purpose

The role exists to support the reach and impact of LICC's mission. You'll lead on the development and execution of strategies to promote LICC's rich range of products, events, and services to our existing audiences, whilst finding fresh channels and opportunities to further our reach among Christians and churches in the UK. You'll plan and oversee our regular marketing activities, working alongside the team to ensure timely delivery and execution. You'll also write excellent marketing copy, tweets, and posts for social media, and provide an editorial function for the team. In addition, you'll be responsible for overseeing and writing our supporter communications.

You'll have a key part to play in LICC's ambitious and dedicated Creative Services Team, finding fresh and innovative ways to communicate the whole-life vision of LICC and expand our reach into new audiences.

Key Responsibilities

1. Develop and execute marketing strategies in line with LICC's brand, vision, and priorities by:
 - Developing and delivering integrated cross-platform campaigns for new product releases, programmes, and events, and furthering LICC's central cause.
 - Working closely with the Digital Lead to co-ordinate and execute marketing activity in the digital and social space.
 - Planning LICC's marketing activity on an annual and monthly basis, and overseeing marketing workflow on a week-to-week basis.
 - Monitoring and reporting on the impact of marketing activities and campaigns.
2. Provide copywriting and editorial capability, particularly:
 - Creative copywriting for marketing and fundraising communications.
 - Short feature articles and stories of impact for digital and print.
 - Editorial oversight of LICC's digital platforms and print materials.
 - Guarding LICC's brand essence and house style.
 - Proofreading as required.
3. Manage LICC's social media platforms, including:
 - Writing, co-ordinating, and posting content to our social media platforms.

- Fostering meaningful engagements online by responding to comments and messages, following accounts, and retweeting relevant content.
4. Support the development of effective user journeys by:
 - Implementing and maintaining onboarding processes and communications for new relationships initiated through 'live' events and digital and print channels.
 5. Build and manage LICC's media contacts by:
 - Growing relationships and maintaining contact lists.
 - Writing press releases supporting product launches and key announcements.
 - Being the first point of contact for media enquiries.

Structure

This is a new role reporting to the Creative Services Director and sits within the Creative Services Team, which also includes the Communications Manager, Digital Lead, and Digital Assistant. The role has no line management responsibilities.

Person Specification

You'll love to write and be able to demonstrate flair and creativity in a variety of genres. More broadly, you'll have a lively curiosity about people and communication, and want to grow in your craft. As well as producing outstanding copy yourself, you'll possess excellent editorial skills to direct and edit the work of others.

You'll bring a whole host of ideas and energy to grow reach and impact, alongside an appetite to get things done. You'll have demonstrable experience in a marketing role, strong project management skills, and the ability to work to tight deadlines. Experience in working with CRM systems is helpful but not essential.

This role calls for a wordsmith and communications professional with effective organisational skills and an ability to prioritise, to pay attention to detail, and to see projects through to completion. You're likely to be a self-starter and able to work collaboratively with the whole of our team around core projects. You'll take an active role in team meetings and idea generation to develop strategy and systems, and will operate in a way that releases creativity and excellence in those with whom you work. Cheerfulness and a joy in problem solving will serve the post-holder well.

To flourish in this role, you must have an infectious enthusiasm to help Christians be fruitful as followers of Jesus in today's world. So you'll be motivated by our vision and our values, seeking to translate them into your work and support others in doing likewise.

Terms and Conditions

This is a full-time, permanent post, based in London with a salary in the range £30,000-£34,000 p.a., depending on experience. There are 25 days' holiday p.a. with statutory holidays in addition. Three further days of holiday are given between Christmas and New Year. LICC offers a contributory Company Pension scheme, life cover, and an interest-free loan for the purchase of an annual travel season ticket. This post is subject to an Occupational Requirement that the post holder is a committed Christian under Part 1 of Schedule 9 to the Equality Act 2010. You will be expected to be available for occasional evening events. A 'Time off in Lieu' arrangement is in place.

How to Apply

To apply for the role please email the following to Nigel Hall, Operations Director (nigel.hall@licc.org.uk), by **9am on 28 May 2019**:

- A full CV and covering letter outlining your motivation and relevant experience for the role.
- Details of three referees – one personal, one professional, and one from your church pastor/minister. References will only be sought should you be offered the role.
- A portfolio of work consisting of three pieces:
 - A short piece of marketing copy suitable for digital platforms (max. 150 words)
 - A feature article or story about a Christian making a difference in their everyday context (max. 800 words)
 - A set of six tweets to promote LICC's resource *Whole Life Preaching* (licc.org.uk/preaching)

The pieces do not all need to be new work, but they should have been created in the last two years. In addition, you can suggest links to other work you've done that demonstrates your skills and experience.

If you have any questions about the role or about LICC don't hesitate to get in touch with Nigel by email (nigel.hall@licc.org.uk) or phone (020 7399 9575).

Applications close at 9am on Tuesday 28 May 2019.

**First interviews will be held on 6 & 7 June 2019
and second interviews on 26 June 2019.**