



Job Description – Content Lead

Purpose of the Role:

To enable Agapé UK to communicate its heart and passion to the wider world through creating inspiring and engaging content for specific audiences across web, social media, and print.

This role is key in helping to shape and implement the Central Communication team's content strategy to bring creative and effective communication, ensuring that we raise awareness and build engagement to help people discover Jesus together.

Location: Agapé UK Hub, Birmingham (min. three days based in the Hub)

Hours of work: 40 hours per week (may require some evenings and weekends)

Holiday entitlement: 25 days plus Bank Holidays

Salary: Funded via Personal Support (full training on how to do this will be given) The salary level is set within a range based on criteria set for all supported staff roles and is to reflect the lifestyle of Christian in ministry of this nature.

Reports to: Head of Communications

Works closely with: Central Communications team members, Design Lead, Field Ministry Heads, staff with communications responsibilities within field teams, wider staff

Responsibilities would include:

- Project managing a variety of creative projects with multiple stake-holders (projects include magazines, resources, etc.)
- Managing content on our primary websites using Wordpress
- Liaising with other communication team members, senior leaders, other operational staff and outside consultants (designers and mailing house)
- Contributing your ideas and insight to the creative development of a variety of communications projects
- Writing and editing content for external and internal communications
- Overseeing the data management and mailing process for key mailings

- Responding to queries on behalf of the organisation
- Implementing and maintaining house style

Key skills and characteristics required:

- Maintain a vibrant personal walk with God (including regular retreat days).
- A commitment to Agape’s mission and your part in it
- Efficiency, reliability and flexibility
- A willingness to learn and to be stretched
- Excellent written communication skills
- Detail oriented, but with an eye to the big picture
- High level of computer literacy – High level of digital literacy – proficient in Google Workspace (Docs, Sheets, Drive), WordPress (preferred), experience with maintaining databases (preferred), and social media
- An eye for good design – advanced technical skills are not a requirement, but being able to see what works visually and how it aligns with our house style is important.
- Ability to plan, schedule and act independently, and to project manage a variety of tasks simultaneously
- Work well collaboratively within a team
- Initiative-taker/ creative problem solver

A level of experience in these areas is important, however we are willing to train the right person in specific tactical skills (like Wordpress and systems management).

OTHER ACTIVITIES

- Participate fully in personal and professional development.
- Attend and fulfil responsibilities at staff conferences as required.
- Maintaining good connections with financial and prayer partners.
- Participate in team meetings and activities.
- Perform other work-related duties as assigned.

In accordance with Agapé’s Justifiability and Diversity policies, this post has been identified as having an *Occupational Requirement* for the successful candidate to be a Christian supporting the aims and ethos of the organisation. Further details available on request.

Person Specification

You are a person who has a heart for God and for seeing His Great Commission fulfilled. You eagerly desire to serve others. As a disciple of Christ, you have a teachable spirit. You have a desire to continue growing in your relationship with Christ and see working with Agapé UK as part of that.

Two of your key skills are communication and efficiency. Your warmth and enthusiasm for engaging effectively with colleagues and external contacts enables you to complete projects with a friendly but professional manner. You have an excellent standard of written English and are clear and confident in your communication on all levels.

You will have a high level of computer literacy, and have proficiency in Google Workspace. You are used to working in a busy role and dealing with a number of projects simultaneously. You enjoy being a team player but also have the motivation to work well on your own. Your ability to work efficiently, prioritise well and ensure attention to detail is essential.

As part of the wider multi-functional Central Services team, you will be willing to occasionally help in other areas, for example during the run up to staff conferences, or at external events. Your flexibility will be an essential contribution to the Agapé UK staff team.

You may have been involved with Agapé UK, or be aware of some of the ministries we are involved in. You are certainly aware of other Christian ministries through your active involvement in your own local church.