



# 40acts Social Media & Campaign Assistant

5 month temporary position

job description and organisational overview



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## job overview

<b>Post:</b>	A temporary (5 month contract, commencing December 2017), full-time role working as part of the team responsible for our 40acts Lent generosity challenge
<b>Location:</b>	1 Lamb's Passage, London, EC1Y 8AB
<b>Salary:</b>	<b>£21,000 (per annum equivalent)</b>
<b>Closing date:</b>	Tuesday 21 <sup>st</sup> November at 12 noon (Interviews to be held on 27/28 November)

## background

In the autumn of 1906, eleven believers in Jesus gathered around a table to witness the birth of the United Kingdom Evangelization Trust (UKET). Progressive for its time, UKET's primary function was to hold in trust resources generously given by its members for Christian based philanthropy.

Fast forward 111 years and Stewardship remains a progressive pioneer of generosity; receiving, investing and releasing around £70 million of charitable giving each year. Having undergone radical growth through numerous mergers, Stewardship is now proud to be the 8th largest faith based charity in the country.

In recent times, Stewardship has started a journey of transformation; from a traditional transactional service provider, to an innovative and technically-orientated professional services company. The transformation has involved changing some of our core functions, with growth in our educational work (including generosity campaigns like 40acts) and continued investment into our hugely popular online giving account.

Our 40acts Lent generosity challenge first began in 2010 and has experienced unprecedented growth since then. By this year's campaign, over 100,000 individuals had signed up to take part and we'd grown audiences across multiple social media channels. We firmly believe that 40acts has the potential to cause a culture shift in Christian attitudes to giving and generosity throughout the UK Church and we're now looking for someone with a shared passion and the necessary skills to take our social media and community engagement to the next stage.

If you're reading this and feel like we're describing you, and if you are looking for an action-packed, fast paced and ridiculously rewarding four-month placement with one of the biggest Christian charities in the UK, we want to hear from you!



## mission, vision and values

Our vision is for the world to encounter Jesus through the generosity of His church.

Our mission is **transforming generosity**:

**We make giving easy** and help over 25,000 individuals to give around £70 million each year, to our database of over 19,000 charitable causes. We help people organise all of their charitable giving from the first gift to the last, any amount at any age, using their Stewardship giving account. We are also a Payroll Giving agent and our online fundraising website, give.net, helps hundreds of causes raise more money each year.

**We inspire greater generosity** from the Christian community too, through our wealth of resources, courses and campaigns for individuals and churches alike. We challenge and provoke the church to teach more effectively on generosity. Our own generosity campaigns and resources, including the award-winning 40acts, attract thousands each year.

**We strengthen Christian causes too**, by offering practical, tailored financial and legal support to help Churches and Christian charities to transform the world. We offer a range of professional, legal and financial support services to churches, charities and individuals.

At our core, as believers in Jesus Christ, are the biblical values of:

**Generosity   Integrity   Relationship   Excellence**

### **Occupational Requirement (OR)**

As a result of our Christian ethos, this post is covered by an Occupational Requirement (OR) under the Equality Act 2010. The successful applicant will be expected to be a practising Christian and to clearly demonstrate a personal commitment to the mission, principles, values and practices contained in our Ethos Statement.



## job description

### Overview

You'll join a small, award-winning team that delivers the 40acts generosity challenge to more than 100,000 people across the world (though mainly UK) throughout Lent. Your role will be multi-faceted, but with a strong emphasis on managing the social media campaign across all channels throughout Lent. So, expect a lot of work on Twitter, Facebook, Instagram, WhatsApp, and YouTube, both up front engagement and conversations, as well as the curating of stories and testimonies from our followers, and plenty of analysis of what works and what doesn't. Aside from community engagement, we'll be expecting you to help upload and manage content on the challenge website and social channels, to assist with filming and PR, as well as contributing creative ideas to improve the 2018 challenge or feed into plans for future years.

### Main responsibilities:

#### Social media community engagement

- Design and implement a social strategy to grow engagement from our community on the 40acts social media streams, across our main networks (Facebook, Instagram, and Twitter) and secondary channels (WhatsApp, YouTube).
- Launch and grow new audiences by bringing new ideas and social experiments to our new channels (WhatsApp, Instagram Stories).
- Manage all Live broadcasts on social networks, and be willing to be a key face of 40acts at times.
- Contribute ideas and help shape content marketing plans to reach key audiences through social media in the launch phase of the challenge, through a mix of organic and paid activity.
- Monitor social channels to identify key influencers, community champions and curate 'hero' stories shared online during the challenge.
- Use Hootsuite/native network analytics to keep tabs on activity and make suggestions/amendments based on analytics.

#### Campaign management

- **Website updates** - you'll be tasked with maintaining the 40acts website, uploading new content to the system, and double-checking functionality to make sure user experience is smooth.
- **Administration** – you'll help us stay organised; you'll help our Campaigns Coordinator to



maintain and update our Trello board, help attend to any requests or queries that we receive, as well as organising image libraries and assisting with content sourcing/editing.

- **Other duties** may include assisting with film shoots, formatting and preparing documents, helping to write and distribute press releases and other campaign content and helping to coordinate launch events.

## Person Specification

### You

We recognise that to be great at your role, there are certain characteristics that are important and others that enable a good fit within our existing team and culture.

- You will be a practicing Christian with a passion for biblical generosity, able to clearly demonstrate a personal commitment to the mission, principles, values and practices contained in our Ethos Statement. You should also be able to demonstrate enthusiasm for the Christian purposes of the organisation and a readiness to support and contribute to its ethos, which might include handling telephone calls of a pastoral nature.
- You'll be a social media and web native with experience of growing followers and engagement. You will already have an instinctive knack of finding or creating shareable content on your own personal channels, and will have professional experience in social media community engagement.
- You will possess a working knowledge of the analytics tools that come with each platform.
- Your written communication skills will be particularly advanced; you'll write good and accurate copy that is appropriate for social media, and be confident enough to adapt your writing style to suit different audiences during the challenge.
- You'll have spark and bags of enthusiasm. You'll be helping to create the voice and energy of the campaign, so it's vital that you've got lots of stamina and focus.
- You must be highly organised. You should be able to follow and maintain project plans, and be great at managing your own workload with minimal supervision. You'll recognise that your ability to be disciplined will have an impact on the rest of the team and the campaign as a whole, so thinking and planning ahead will be vital.
- You'll be a bit of a secret scientist – you'll have a natural curiosity and interest in what web and social analytics reveal during the challenge, coupled with a desire to develop new strategies through tests and experiments.



- Flexibility and adaptability are a must. 40acts has a tendency to throw curveballs at the eleventh hour, and you'll need to work with the team to ensure a smooth resolution. Usual working hours will be 9am - 5pm, Monday to Friday, although you may need to be monitoring channels in the evenings and at weekends while the challenge is running.
- You should be a collaborator and team player. You'll be comfortable working under pressure and to challenging deadlines, when needed. We like a 'can do' attitude and we really, really like people with a tenacity to solve problems!
- It is important to have good numeracy skills and be at ease working with numbers. Confidence using basic calculations and spreadsheets is desirable.

### Your Experience

We are believers in investing in talent and potential; however, for the best chance of success, experience in most of the following will stand you in good stead.

- You must have at least 5 GCSEs at grade C or above (or equivalent) including English and Maths.
- You should have excellent IT skills, including the ability to use Microsoft Word and Outlook to an intermediate level and be extremely confident in using the internet and social media. Preferably, you'll have experience in using other Microsoft Office programs, such as Excel, to an intermediate level. You'll also understand the capability of a content management system, even if you haven't used one before.
- You might have experience in using a social media management tool, such as Hootsuite, Buffer or Tweetdeck. You may also have experience with Photoshop. These are desirable, but not necessary – you'll be able to learn on the job.
- You may be familiar with some of the science and practice around online community management and have experience in boosting engagement in previous roles.

You will ideally have a general understanding of the charity sector and maybe some understanding of a larger Christian charity.



## working for us

### **Working hours:**

This is a full-time post. Stewardship's normal office hours are 9am to 5pm, Monday to Friday, but you may be required to work on a flexi-time basis between 8.30am and 6pm in accordance with the needs of the organisation.

### **Annual leave:**

25 days. These will be pro-rata based on length of contract

### **Company benefits:**

Generous benefits are available including childcare vouchers, subsidised gym membership, a matching scheme for charitable giving, and we always remain open to ways we can look after staff and create an environment where people want to work.

More details on staff benefits can be found at [www.stewardship.org.uk/jobs](http://www.stewardship.org.uk/jobs).



## application process

Please send us a CV detailing any relevant experience and listing two referees (one of whom must be your current church leader), along with a cover letter explaining why you think you could be our ideal candidate, together with an equal opportunities form.

Important – please also include details of any personal social media accounts used publicly when applying for this role, and make sure to include the same for any accounts you've worked on professionally too.

Please provide suitable daytime and mobile contact details as well as a confidential email address wherever possible.

Please submit all your paper work electronically to [linda.hodges@stewardship.org.uk](mailto:linda.hodges@stewardship.org.uk). All correspondence will be acknowledged within 48 hours.

If you do not receive an acknowledgement for all future emails, please presume your email has not been received; you should make contact by phoning 020 8502 5600.

**For further information, please contact Linda Hodges, Administration Manager.**

**Address:** 1 Lamb's Passage, London, EC1Y 8AB

**Telephone:** 020 8502 5600 ext 300

**Email:** [linda.hodges@stewardship.org.uk](mailto:linda.hodges@stewardship.org.uk)