



Candidate Information Pack Head of Communications

BMS World Mission





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WELCOME TO BMS WORLD MISSION



This is an exciting time to join us at BMS World Mission. We've just celebrated transforming one million lives in the last five years, marvelling at what God has done through our work in more than 30 countries around the world. But we're hungry for more...

BMS, a Christian mission agency, was founded in 1792. We're proud of how we've adapted for the challenges of each generation ever since. 2021 sees us setting out on our new five year strategy, adapting our expertise for a global context which would have seemed unimaginable just over a year ago. Coronavirus has brought the challenges of our brothers and sisters around the world into even sharper relief for those in the UK. Our supporters have experienced food shortages and health care rationing (or unavailability) – perhaps for the first time. They're watching as those in power decide whether to enable everyone to access vaccines, and they've seen how a crisis can prompt a hunger for spiritual answers which Christians can respond to. They've responded with abundant prayer and finances to help build a better world.

At a time when we've all been physically separated, our supporters have never been more aligned to our vision. We're excited about stepping forward with them into a new strategy period.

We hope the information in this pack will help you prayerfully explore whether you might have a calling to join us and help lead the work of BMS in this next chapter of our story.

For an informal chat about the role or for further information, please feel free to contact us on 01235 517605 or email us at communicationsdirector@bmsworldmission.org

Alternatively, you can contact Hayley McDonald of Action Planning's Recruitment Team, who are managing the recruitment process for us at hayley.mcdonald@actionplanning.co.uk

Kind regards,
Sarah Anthony & Ben Drabble,
Directors of Communications and Funding (job share)
(Ben works Mon-Wed and Sarah works Wed-Fri)





INFORMATION ABOUT BMS WORLD MISSION



BMS World Mission is passionate about making Jesus known across the world and transforming marginalised societies in some of the poorest nations on earth. We help communities to deliver healthcare, build wells, teach children, witness to their neighbours, respond to disasters, fight for legal justice, plant churches and much more.

We think everyone in the world should have the opportunity to experience fullness of life in Christ and in order to achieve this we have personnel, partners and international mission workers serving in more than 30 countries around the world, supported by more than 1,500 churches around the UK. You can see a recent short celebration video of our work [here](#).

Our new strategy recognises that God is at work in many new and exciting ways in our rapidly changing world. Seeing people come to faith in Christ and ending suffering and injustice remains our imperative. Our mission must be meaningfully informed and influenced by the Majority World Church. And we need to make sure that our faith-stretching vision is resourced and supported.

The Communications and Fundraising Department play a critical role in achieving our vision. Our goal is to raise the

prayer, volunteering and finance needed for God's work through BMS. Over the next five years we'll be doing that by:

- Delivering an outstanding supporter care experience
- Forging new connections to individuals as well as churches
- Reaching out to a wider variety of audiences
- Broadening our brand awareness beyond our highly loyal supporter base

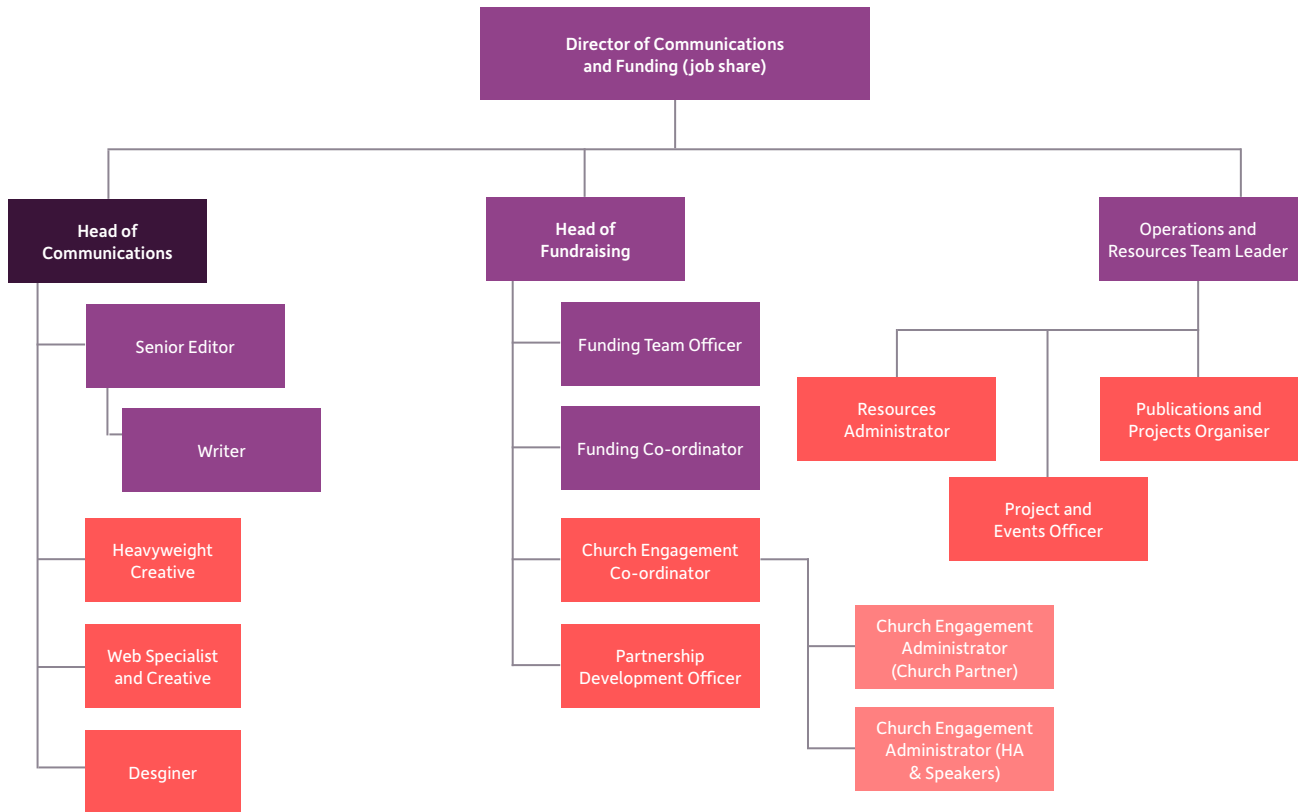
The Department is tightly knit, with excellent cross-team collaboration which allows us to deliver outstanding work. We're ambitious to play our parts in transforming the world, and willing to take risks and experiment to realise that dream. We interact with every part of BMS, but we're particularly building closer alignment and shared working processes with teams in Supporter Services and World Mission (who oversee the work on the ground).

We work hard but we have fun doing it and we 'have each other's backs'. If you've got caring responsibilities, you don't have to pretend to leave them at the door. We mostly try to work from a strengths-based approach, moulding roles where we can so they capitalise on interests, strengths and creativity.





DEPARTMENT ORGANISATION CHART







HEAD OF COMMUNICATIONS HOW WHAT YOU WILL DO MATTERS



We need someone who can create and direct our messaging for maximum impact; someone who'll work hard to get to know our audiences and have superb instincts for putting the right content in front of them. You'll enjoy experimenting with new products, campaigns and channels, assessing progress and making course corrections to have maximum impact on the hearts and minds of our supporters. You'll pursue excellence to honour their gifts.

You'll be leading a team of committed creatives as they deliver written and audio-visual products. They have a track record of agility and creativity which has seen them nominated for charity film awards, launching successful crisis response appeals in 24 hours, and building brand loyalty so strong some of our supporters recently described BMS as

being like a family member. We're looking for someone who can continue this supportive team culture, coaching members to develop their skills and inspiring them to see their essential place in delivering our next five year strategy.

As Head of Communications, you'll help develop the ability of others in BMS to tell their story and you'll advise the Executive Team on their next course of action. You'll interact with key external stakeholders and be one of the faces of BMS to our UK audience.





HEAD OF COMMUNICATIONS JOB DESCRIPTION



Vision Statement: The highest goal of all we do is to bring people to faith in our Lord and Saviour Jesus Christ and an experience of the abundant life that only he can provide.

JOB TITLE:

Head of Communications

RESPONSIBLE TO:

Director of Communications and Funding.

INTERNAL RELATIONSHIPS:

Communications Department management team; Line management of Creative Communications Team; Executive Director Team; Mission workers and mission trainees

EXTERNAL RELATIONSHIPS:

Baptist Unions, overseas partners, UK churches, individual supporters, suppliers and contractors

LOCATION/TRAVEL TO:

BMS Didcot and home working. Some UK travel required.

JOB TYPE/HOURS:

Full-time, permanent.

JOB OVERVIEW

To oversee a team of comms specialists in order to lead on the delivery of strategic messaging, brand guardianship and the execution of all creative comms (copy and design) - across print, digital and social media channels – in order to maintain support from all key supporters and stakeholders and expand into new audiences.

This role works strategically with the Director of Communications and Funding, the Operations and Resources Team Leader and the Head of Fundraising in the overall management of the Communications Department.

ROLES & RESPONSIBILITIES

1. Deliver strategic messaging and brand management

- To oversee and direct the content and strategic messaging of all BMS' external-facing communications channels in order to ensure that high levels of quality are achieved across print, digital, social media, direct mail, media activities and live events.
- To ensure BMS' brand identity – tone of voice and design – is consistently delivered across all pieces of communication, to the satisfaction of internal stakeholders and the expectations of external audiences.
- To drive forward creativity and innovation and lead on the creation of new integrated campaigns that will consider how best to use print, digital and face-to-face channels in order to raise awareness of BMS and increase support for its mission.
- To oversee house style compliance across messaging, editorial and visual standards.

2. Departmental relationships and representation

- To work collaboratively with the Director of Communications and Funding and other department leaders to help develop the vision, culture and annual plans of the department.
- To advise external stakeholders, key supporters and partners, both in the UK and overseas, on the communications goals of the organisation.
- To contribute to the crafting of communications going out in the name of directors.
- To lead on messaging for responses to key complaints, crisis communications and questions from media outlets. To be an active member of the Crisis Management Team and contribute to discussions and procedures relating to Communications issues within crisis management.



HEAD OF COMMUNICATIONS JOB DESCRIPTION (CONT.)



3. Lead creative for external marketing communications & events

- To provide expert-level writing and editing for key publications and audiences, and lead those delivering BMS' written and audio-visual products – demonstrating a gut instinct for knowing what messaging will best connect with different audiences
- To work closely with the Supporter Engagement Team Leader in order to write and/or edit significant funding appeals and video scripting, demonstrating expertise in how to craft a strong Call To Action.
- To maximise the effectiveness of the BMS website as the strategically vital 'shopfront' of BMS – recognising that this may be many people's only interaction with the organisation
- To lead on the creation and delivery of all social media campaigns.
- To lead on strategic messaging and resourcing decisions for live events, including on-stage scripting, and also to set objectives, direct tone and curate content for all face-to-face engagements.
- To maintain a focus on excellence and continual learning, analysing results so that future innovation is built on past successes and audience trends.

4. People management and development

- To line manage key members of the team in accordance with BMS policies and procedures, continuing a culture where team members feel supported and valued.
- To coach, train, and develop the skills and confidence of the members of the Creative Communications Team (consisting of writers, designers and audio-visual staff).
- To increase capability in written and live presentation communications undertaken by in-house staff, volunteers and overseas workers by helping to deliver coaching and training.

5. Budget responsibility

- To be responsible for budgets pertaining to print publications, digital (including website, emails and social media), live events, technical equipment and design.
- To oversee the relationships with internal and external stakeholders in the spending of these budgets.

6. Other duties

- To undertake any other duties commensurate with the position and agreed by the Director of Communications and Funding.
- Specific learning and development opportunities as agreed with the Director of Communications and Funding.





HEAD OF COMMUNICATIONS PERSON SPECIFICATION



SKILLS, KNOWLEDGE AND EXPERIENCE

ESSENTIAL

- A track record in delivering a range of communications across print and digital channels
- Proven track record of impactful comms innovation that has resulted in measurable outcomes
- Proven brand management experience
- Excellent written communication skills
- Ability to develop exciting approaches to communications that motivate audiences to respond
- Proven art direction skills
- Management experience
- Self-motivated and ability to prioritise and handle wide-ranging comms outputs in a deadline-oriented environment
- Ability to be self-servicing, including proficient MS Office skills, and to work flexibly in a small multi-disciplinary team
- Perfect fluency in English

PREFERRED

- Experience in editorial management of print publications
- Experience in curating and managing public-facing websites
- Skills in graphic, video and audio editing software
- Relevant degree or equivalent experience
- Understanding of fundraising theory
- Understanding of contemporary mission
- Theological literacy
- Understanding and experience of UK third sector markets
- Experience in scripting and/or directing for video

PERSONAL QUALITIES

ESSENTIAL

- Excited about collaborative working that fosters an open, honest and supportive workplace culture
- Commitment to outstanding supporter care
- Mature, faithful and professional approach to the task and the team
- Have the highest level of integrity and standard of excellence
- Take confidentiality seriously and appropriately
- Demonstrable servant leadership qualities
- The ability to work with a variety of theologies and worldviews
- Be self-aware, be comfortable with vulnerability and remain resilient
- Personal values in full support of BMS' mission, values, and goals
- Be creative, adaptable, proactive and comfortable with risk
- Keep up to date on relevant specialisms or qualifications

SPECIFIC OCCUPATIONAL REQUIREMENTS

- The job-holder must have the right to live and work in the UK
- The job-holder must be a committed Christian, fully in sympathy with the BMS vision statement.



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Psalme 23:1

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الْقُرْآنُ مِير ١:٢٣

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LUNDI - JEUDI
08H - 12H
VENDREDI
08H - 12H
SAMEDI & DIMANCHE
08H - 12H



SALARY AND BENEFITS



HEAD OF COMMUNICATIONS:

Salary £35,812 to £40,199 per annum, increasing in periodic increments

BMS aim to provide excellent benefits to our employees.

We provide the following main benefits -

- Generous annual leave entitlement of 30 days plus bank holidays, rising to 33 days plus bank holidays based on length of service
- Generous pension scheme with up to 9% employer contributions if you contribute up to 5%
- Generous sick pay entitlement and support
- Enhanced Maternity Leave of 18 weeks at full salary based on length of service
- Enhanced Paternity Leave of up to three weeks at full salary based on length of service

Additionally, we also offer:

- Flexible working,
- Travel loans (season ticket),
- Cycle to work scheme,
- Eye care package,
- Childcare vouchers,
- Counselling services,
- Death in service benefit,
- Various learning and development support,
- Onsite Parking

Our head office is based in the heart of Didcot, Oxfordshire. We are a short walk from a large shopping centre and less than ten minutes from the train station. Free, secure parking with electric vehicle charging points is available for staff. We are easily accessible from Oxford, Reading and Swindon by road and rail and Didcot is just 45 mins to London Paddington by rail.





HOW TO APPLY



Completed applications should be sent to Hayley McDonald at: hayley.mcdonald@actionplanning.co.uk

The closing date for this role is **5pm on Monday 26 April**.

HEAD OF COMMUNICATIONS:

Your application should include:

- An application form which you can download from our website at ActionPlanning.co.uk/jobs-board
- A covering letter outlining 2 pieces of creative work that you have been personally responsible for, with a 100-word reflection on each that demonstrates why you feel they indicate your suitability for this role.

We anticipate holding interviews on **Thursday 6 May 2021** in Didcot with appropriate social distancing measures in place if the Government guidance allows.

