

JOB DESCRIPTION

Job Title:	Senior Marketing and Communications Officer
Hours:	Full Time; 37.5 hours per week
Responsible to:	Director of Engagement
Location:	Tyndale House, Cambridge
Salary:	£32,000 - £36,000 (dependent on experience)
Key Benefits:	9% employer Pension Contribution; 30-days' annual leave allowance and 4 x salary life insurance

Tyndale House is an international centre for research that specialises in the languages, history and cultural context of the Bible. We bring together outstanding Christian researchers from around the world with the aim of developing Bible literacy in the Church and beyond. We want to enable all those who read the Bible to understand and appreciate it more.

Tyndale House is seeking an experienced Marketing and Communications Officer to develop our marketing and communications function in order to help build our reputation as a centre of excellence in biblical scholarship. Working collaboratively across the team, you will develop, deliver and co-ordinate an integrated and effective marketing and communications plan. We are an ambitious charity and are looking for people to work with us to make 'a world which takes the Bible seriously'.

Ideally, you will have an established track record of marketing and communications work, including digital and social media, and an ability to write and edit copy for different audiences. You'll be able to both think strategically and work hands-on, as you'll oversee the day-to-day marketing activities and track their success. As a small charity, this post is very much "hands-on" and requires an ability to manage multiple projects and tasks at a time. Working with our Communications and Development Team, external website contractors, freelancers and academic colleagues, the postholder will deliver communications which are both engaging and professional.

The successful candidate will be passionate about making biblical studies accessible, be highly motivated, organised, a willing team player and have the ability to relate well with staff and the general public. General administrative skills and an excellent working knowledge of Microsoft Office packages are essential. Training in software relevant to the role as well as mentoring and development opportunities will be offered to the successful candidate.

There is an Occupational Requirement for the post holder to be an active, practising, evangelical Christian in whole-hearted and unreserved agreement and support for the Tyndale House doctrinal basis and ethos.

Principal Accountabilities

1. Integrated Marketing Communications (IMC)

1. Deliver synchronised marketing and communications campaigns and events.
2. Plan and implement digital marketing campaigns.
3. Research and write a monthly supporter newsletter, including community news, interviews with researchers and stories about the global impact of the Tyndale House network.
4. Plan and implement a regular calendar of social media content across a broad range of platforms.
5. Audit and monitor use of the Tyndale House visual brand throughout the organisation.
6. Ensure that presentations and other materials produced by the Leadership, Academic, and Communications and Development teams are formatted correctly and presented in the Tyndale House style.
7. Proactively support the academic team in managing and developing their social media accounts and social media presence.
8. Manage and maintain the Communications image library alongside a record of photography and videography consents in line with UK GDPR.

2. Website

1. Maintain and edit the Tyndale House website, uploading resources and content, and keeping information across the site up to date.
2. Produce regular reports on website metrics and impact.
3. Manage our external website development contract, co-ordinating ongoing and project specific work to update and maintain the website.

3. Editorial and Production

1. Co-ordinate Tyndale House's digital content, termly digital magazine and annual print magazine.
2. Manage print and distribution of the annual print magazine.
3. Source images and illustrations for projects, including checking copyright compliance.
4. Assist with the recording and production of video and audio content, including liaising with freelance and external producers and contributors, preparing venues, operating recording equipment and managing file storage.
5. Undertake basic audio and video editing using Adobe Premiere Pro and Audition (training provided).

4. General

1. Line Management responsibilities, as required.
2. Keep up to date with current trends and developments in charity marketing and communications.
3. Willing to promote and work according to the Christian ethos of Tyndale House.
4. Able and willing to participate in the wider community life of Tyndale House, including social occasions with residents and readers.
5. Assist with fire evacuation procedures and comply with health and safety requirements.
6. Actively engage with appraisal processes and take responsibility for own training and professional development.
7. Keep up to date with all organisational policies and comply with their requirements.
8. Participate in specific internal projects as agreed.
9. Fulfil other tasks as they arise which are necessary to the role.

5. Key skills and experience

1. Self-motivated, proactive and well-organised, able to prioritise a varied and busy workload.
2. Experience working with marcoms.
3. A keen visual eye and experience in designing publicity or social media content.
4. Able to multitask and a willingness to be flexible in order to meet tight deadlines.
5. Confident writing in a clear and engaging style for a variety of audiences and across different channels.
6. An adaptable learner, willing to self-teach and keen to acquire new skills.
7. Enthusiastic team member, with interpersonal sensitivity.
8. Excellent working knowledge of MS Office applications (training will be given in other applications and software relevant to the role).
9. Preferably educated to degree standard or equivalent experience.

Tyndale House: Core beliefs and values

The ethos of Tyndale House is derived from the organisation's core charitable purpose as defined in its objects and doctrinal basis, namely to advance the evangelical Christian religion through promoting evangelical biblical scholarship and research.

Doctrinal Basis

As an organisation committed to the promotion of the evangelical Christian religion we are committed to the fundamental truths of Christianity, as revealed in Holy Scripture, as the basis for our activities. These include:

- a) There is one God in three persons, the Father, the Son and the Holy Spirit.
- b) God is sovereign in creation, revelation, redemption and final judgement.
- c) The Bible, as originally given, is the inspired and infallible Word of God. It is the supreme authority in all matters of belief and behaviour.
- d) Since the fall, the whole of humankind is sinful and guilty, so that everyone is subject to God's wrath and condemnation.
- e) The Lord Jesus Christ, God's incarnate Son, is fully God; he was born of a virgin; his humanity is real and sinless; he died on the cross, was raised bodily from death and is now reigning over heaven and earth.
- f) Sinful human beings are redeemed from the guilt, penalty and power of sin only through the sacrificial death once and for all time of their representative and substitute, Jesus Christ, the only mediator between them and God.
- g) Those who believe in Christ are pardoned all their sins and accepted in God's sight only because of the righteousness of Christ credited to them; this justification is God's act of undeserved mercy, received solely by trust in him and not by their own efforts.
- h) The Holy Spirit alone makes the work of Christ effective to individual sinners, enabling them to turn to God from their sin and to trust in Jesus Christ.
- i) The Holy Spirit lives in all those he has regenerated. He makes them increasingly Christlike in character and behaviour and gives them power for their witness in the world.
- j) The one holy universal church is the Body of Christ, to which all true believers belong.
- k) The Lord Jesus Christ will return in person, to judge everyone, to execute God's just condemnation on those who have not repented and to receive the redeemed to eternal glory.

Central to this doctrinal statement is our understanding that Jesus Christ is Sovereign over all aspects of life and that the advancement of the evangelical Christian religion involves promoting both belief and behaviour which honours Jesus Christ and is in accord with Holy Scripture.

Tyndale House Ethos and Code of Conduct

In order to fulfil the charitable objectives of Tyndale House, the trustees are committed to establishing and maintaining a distinctive ethos. They recognise that the objectives of Tyndale House can only be understood and achieved in a manner which is consistent with Evangelical Christian purposes and patterns of behaviour which accord with a historic understanding of the ethical implications of the Christian faith.

Core Values:

Our core values follow from our core beliefs and are:

Love for God

God created humans to be in loving relationship with him. We express our love for God in love for his word, unconditional obedience to it, worship and prayer.

Love for fellow humans

God created humans to be in self-giving, loving relationships with each other and made the church to show God's love for it, by the way its members love one another and also demonstrate love for the neighbour outside the church by working for the common good. God has made families as special places for the display of love, and created the self-giving lifelong exclusive union between a male and a female as his intended context for all sexual activity and for the propagation of humanity.

Love for truth

We love the supreme truth of Christ and therefore love all that he has revealed in the Scriptures, which are true in their entirety. In academic research we measure all things by the Scriptures, which are the highest standards of truth, and seek to live lives consistent with the truth.

Practical applications of core beliefs, values and ethos

In the light of the above employees of Tyndale House and those living within the community are required and expected to support the Evangelical Christian ethos of the charity. They should not exhibit behaviours or undertake activities, or communicate in ways which are damaging to the ethos or reputation of Tyndale House.

In its employment practices, Tyndale House is committed to maintaining its distinctively Evangelical Christian ethos. All staff, including those who hold posts where there is no genuine occupational requirement to be an Evangelical Christian, are required and expected to support the Evangelical Christian ethos of the Charity both in their work and their lifestyle whether at work or away from work. Trustees have a duty to maintain this ethos by ensuring that staff who are appointed to positions of leadership or influence within the organisation demonstrate their commitment to this ethos through enthusiastic commitment to the Tyndale House doctrinal position, its core values and

its ethos, and are members in good standing within a Christian Church where there is an occupational requirement for a postholder to be an Evangelical Christian.

Tyndale House welcomes those of other faiths and those who have no formal faith who can demonstrate their support for the work of Tyndale House and their willingness to respect the overriding ethos and purposes of Tyndale House and its operation. Such partners must be treated fairly, respectfully and without discrimination within the context of the ethos and values of Tyndale House.