**Social Media & Marketing Coordinator**

JOB DESCRIPTION

**SUMMARY**

**LOCATION:** Lee Abbey London, 57-67 Lexham Gardens, Kensington, London, W8 6JJ

**REPORTS TO:** Pastoral Care & Programme Manager

**LENGTH OF CONTRACT:** 3 years

**HOURS:** 5 full days each week on a rota system including weekends. Due to the nature of the position the working hours are variable, however not less than 37.5 hours per week. All community members are expected to engage in extra evening activities 1-2 times a week, including weekends.

**UPDATED:** July 2019

**THE CONTEXT**

Lee Abbey London was established in 1964 as a hall of residence for international students, staffed by a residential Christian Community who seek through their daily work, worship and lifestyle to “communicate Christ through relationships”. Lee Abbey London is part of the wider Lee Abbey Movement and although Anglican in its foundation is now home to an international and ecumenical Christian Community drawn from many traditions and backgrounds.

Our lifestyle as a Community focuses on the following areas:

* Daily corporate worship and prayer
* Hospitality to students and guests
* Discipleship of Community Members
* Friendship Evangelism and living “Missionally”

Our life together in Community is an essential part of the living out of and sharing of the Gospel. We believe that we are called to share the abundant life promised by Jesus, through developing warm, supportive and accepting relationships with God and one another. All Community members, regardless of their area of work responsibility must therefore have some sense of calling to Community and involve themselves in all aspects of its life.

The job is challenging and comes with excellent benefits including accommodation, full board and utilities, free internet access and a central London postcode.

**This position is offered as a “live-in” job which requires full membership of the residential Christian community including involvement in daily corporate worship, prayer and service. The position is offered on a fixed-term contract for 3 years. Preference may be given to single applicants due to accommodation limitations.**

**A satisfactory Disclosure & Barring Service (DBS) check is required prior to confirmation of appointment.**

**THE JOB**

You should be familiar with developing websites & social media platforms and understand how to leverage Lee Abbey content via these individual channels. You should be someone who enjoys finding creative ways to build an audience and connect with our diverse audience groups.

You will be developing Lee Abbey London’s marketing and publicity presence by producing and managing content via traditional print, website, Twitter, Instagram, YouTube and Facebook Communities and looking for opportunities to establish new channels. A major focus will be the maintenance and upkeep of the Lee Abbey London website, liaising with web designers as required. You will be a strong writer, used to producing news and feature copy and possess a keen eye for detail. Demonstrable skills in graphic design are essential.

**MAIN PRIORITIES:**

**STRATEGY & PLANNING**

* **Develop and implement a long term marketing plan for Lee Abbey London to meet agreed objectives. A key element will be meeting agreed sales targets (or other KPIs) and maximising student occupancy.**
* **Identify appropriate and innovative marketing opportunities to raise the profile of Lee Abbey London with students and within UK churches and University Christian Unions**
* Link in with and maintain strong connections with the wider Lee Abbey Movement – e.g. to ensure that visitors to Lee Abbey Devon are aware of the work, ministry and opportunities that Lee Abbey London provides.
* Carry out market research and customer surveys to assess demand, brand positioning and awareness
* Evaluate marketing effectiveness
* Work creatively to maximise effectiveness within budget constraints
* Collaborate with Fundraising Coordinator to effectively promote fundraising projects
* Support other managers to effectively promote their projects and/or events
* Brainstorming ideas with the leadership team about ways to promote Lee Abbey London

**WEB AND SOCIAL MEDIA**

* Use and develop the Lee Abbey London website and social media to actively promote Lee Abbey London on a daily basis. A key feature of this will be publicising and posting reports on functions and events in the house.
* Taking photographs for use in all promotional materials and media
* Using appropriate tools and strategies to ensure search engine optimisation
* Embracing new technology where possible to make Lee Abbey’s online presence fresh and engaging
* Proofing and writing web content
* Refreshing content and pictures on the Lee Abbey London website and social media sites as appropriate
* Writing and producing email newsletters
* Analysis of website and social media data in order to maximise Lee Abbey London’s marketing opportunities

**PRINT DESIGN & MEDIA**

* Design and oversee printing of Lee Abbey London brochures, posters and flyers for students, Community members and Alumni; co-ordinating with suppliers
* Developing promotional adverts and campaigns for our student accommodation and also promoting our Christian community opportunities
* Writing and proofing copy as required (e.g. articles for the Lee Abbey “Rapport” magazine)
* To arrange for the effective distribution of marketing materials

**ADDITIONAL RESPONSIBILITIES:**

* Exhibition stands: to design engaging stands & marketing materials and coordinate Lee Abbey London’s presence (e.g. Spring Harvest, New Wine, Christian Resources Exhibition, Imperial College Accommodation fair)
* Publicity for the Social Programme
* Other in-house publicity and signage as required
* Liaising with other departments about ways to improve their publicity
* Secretary and minute-taker for the Lee Abbey London Board Meetings which take place about 6 times per year. This will involve liaising with and supporting the Chair of the Lee Abbey London Board of Trustees.

**Person Specification**

We are looking for an experienced Marketing Coordinator who is passionate about following Jesus and wants to participate in Lee Abbey’s ministry to international students. You should have proven experience of developing and driving successful marketing campaigns and will be a social media “guru” familiar with engaging a “millennial” audience. You should be a team player able to provide vision and leadership as a part of the senior leadership team.

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| **Qualifications, training & Experience** | **Essential** | **Desirable** |
| Education to degree level or equivalent | ✓ |  |
| Membership of relevant professional bodies |  | ✓ |
| Experience of developing and driving successful marketing campaigns | ✓ |  |
| Experience of working to targets | ✓ |  |
| Experience of developing marketing strategies and plans from scratch | ✓ |  |
| Experience of working within a business/commercial context | ✓ |  |
| Excellent level of proficiency in all social media platforms, and experience in using these effectively in marketing campaigns | ✓ |  |
| Demonstrable graphic design skills | ✓ |  |
| An understanding of Lee Abbey London’s customers and the best ways of engaging a “millennial” audience | ✓ |  |
| Excellent written and verbal communication skills | ✓ |  |
| High level of IT proficiency | ✓ |  |
| **Personal skills & attributes** |  |  |
| Outgoing, approachable people person | ✓ |  |
| Experience of coaching |  | ✓ |
| Good collaborative skills & ability to work in a team | ✓ |  |
| **Additional Attributes** |  |  |
| Practicing Christian with ability to disciple others | ✓ |  |
| A sense of God’s calling to ministry at Lee Abbey | ✓ |  |
| Self-motivated with ability to deliver to targets | ✓ |  |
| Attention to detail, analytical and able to solve problems | ✓ |  |
| Flexible and enthusiastic approach to work | ✓ |  |
| Excellent timekeeping & punctuality | ✓ |  |

**Terms and Conditions of Service**

**1. Allowances:**

The Social Media & Marketing Coordinator’s Community allowance is £9,286 per annum. Allowances are reviewed in May each year. Accommodation, meals, utilities (incl phone line and broadband) and Council Tax are provided/paid for by Lee Abbey London. The total value of this package is in the region of £25,000 p.a.

Suitable accommodation will be provided according to need. **Due to accommodation limitations, preference may be given to single applicants.**

Where appropriate your spouse may be invited to apply for community membership as a “community volunteer”. Should they prefer to pursue a career outside of Lee Abbey, they would be invited to become an “Associate Community Member”.

It should not be assumed that a paid position within Lee Abbey for your spouse will be offered at any point. For spouses who pursue employment outside of Lee Abbey or choose not to be a member of Community, a financial contribution towards food costs may be required.

**2. Working Pattern:**

The working week consists of five full days on a rota system that may include weekends. Days off vary from week to week and you should not expect to receive the same day off each week.

Due to the nature of the position working hours are variable – however it is expected that the working week will be not less than 37.5 hours. All community members should expect to engage in between 2 and 3 extra evening activities each week in support of Lee Abbey London’s ministry.

Community Membership at Lee Abbey is essentially a way of life, and does not include work for which hourly rates of pay would be applicable. Your times of work may vary according to the particular needs of the Community at any given time.

It will be necessary for you to work on bank/public holidays as required; these are considered to be part of your normal working week and do not attract any additional payment.

**3. Duty Person (On-Call) Duties**

Senior members of Community take turns to be on call for a 24 hour period on a rota system, to deal with any emergencies that may occur. On these occasions you will need to remain within the building or arrange another Duty Person to cover if you need to go out.

It is expected that you would have between 4 and 5 Duty Person duties per month, including at least one weekend duty.

**4. Pension Arrangements:**

You will have the option to enrol into a Church Workers Pension Fund scheme. Employees contributions are 4% of salary, employers contributions are 14%.

All Community members are covered by Lee Abbey for death in service. This is at the rate of £50,000.

**5. Holidays**

You will be entitled to 30 days holiday per annum, which includes Public Holidays.

**6. Retreats**

All Community members who stay at Lee Abbey for a year or more are eligible for an annual 5 day retreat at either Lee Abbey Devon or Scargill House.

**7. Review**

You will undertake a review with the HR Manager or Director of Lee Abbey London after three months in post and thereafter as required.

**8. Notice**

After an initial probationary period of three months when the period of notice on either side is two weeks, the period of notice will be 1 month on either side.

**9. Length of Contract**

The appointment will be a fixed term contract for 3 years.