

Mission and Digital Communications Officer

The Baptist Union of Wales is seeking to appoint a person(s)* to work with the Union in two key areas of mission and digital communication.

**** A flexible job share within the role may be considered.***

- The successful candidate(s) will work with the General Secretary and Director of Mission to:
 - a) support, develop and implement a strategic programme of mission across the Churches and Associations and
 - b) be responsible for effective communication, helping the Union and the Churches to engage in God's mission in a technological age.
- Applicants should have strong communication, digital media and creative skills, supported by a passion for missional engagement.
- The successful applicant will be a practising Christian and prepared to support the Baptist Union of Wales charitable objectives and Baptist principles. By the nature of the job, this is regarded as a Specific Occupational Requirement.
- The post offers flexible working patterns with opportunities to work from home and will involve working across Wales.
- The ability to communicate in both Welsh and English is essential.
- The Baptist Union of Wales operates equality of opportunity to all and encourages applications from all sectors of the community.

Salary: £29,200 – £31,031

Closing date: 17th April 2023

Interview date: 26th April 2023

For more information please contact:
Revd Simeon Baker - Director of Mission

Tel: 0345 222 1514 or email: simeon@ubc.cymru

The Baptist Union of Wales: Charity Registration No. 248192

March 2023

Mission & Communications Officer

Job Description

The Visionary Framework

- To promote the principles and practices of the Baptist Union of Wales.
- To support and encourage mission amongst the Churches and Associations of the Baptist Union of Wales with the aim of encouraging ministers and Churches to share the Christian faith in their local communities.
- To encourage partnerships and to resource Churches in innovative ways of mission.
- To develop and implement a creative communication strategy from design to delivery for the Baptist Union of Wales to include social media platforms and website content.
- To support Churches in a digital World through training and equipping.

The Practical Framework:

As a member of the Baptist Union of Wales team you will:

1. Mission

- Work closely with and under the guidance of the Director of Mission to implement mission vision, strategy and projects across Wales.
- Think strategically about mission to young people within Wales and develop effective initiatives to reach them.

- Work in partnership with the Mission Board in the fulfilment of their remit.
- Give creative and effective support to mission initiatives within the Union or Associations and to introduce and implement mission resources.
- Support Churches in the development of fresh expressions of Church in both rural and urban contexts.
- Support the training and on-going equipping of ministers to face the missional challenges in our Churches, Associations and Union.

2. Digital Communication

- Develop and implement an effective digital communication strategy to support the Churches and Associations to include social media platforms and website content.
- Design and deliver effective communication to include mailings & publications through integration with the BUW database.
- Provide training and encouragement to Churches in the use of technology as they engage with a digital World.
- Such other reasonable duties as directed by the Director of Mission.

Person Specification: Mission & Digital Communications Officer.

Essential qualities and characteristics

| | Essential | Desirable |
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| Personal qualities | <p>Able to demonstrate a clear, personal Christian commitment.</p> <p>A commitment to a local Christian Church.</p> <p>Being held in high regard by others within a Christian fellowship.</p> <p>A passion for equipping and encouraging Churches for contemporary mission.</p> <p>A commitment to communicating with creativity, clarity and accuracy.</p> <p>Be confident, friendly and encouraging of others.</p> <p>Strong team player.</p> <p>Be patient, tactful and diplomatic.</p> | <p>In membership of a local Baptist Church or willing to become a member.</p> |
| Experience | <p>Experience of representing an organisation externally.</p> <p>Experience in making formal presentations to a</p> | <p>Experience of presentation via video conferencing.</p> <p>High level of competence in the use of presentational software.</p> |

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| | <p>wide range of audiences.</p> <p>Engagement with mission practices in a local Church context.</p> <p>A proven track record in one-to-one communication</p> <p>Experience in a range of digital communication styles and social media platforms.</p> <p>Creative writing skills.</p> <p>Basic website design and experience.</p> <p>A fluency in both the English and Welsh languages including written Welsh.</p> | <p>Understanding of current missiological trends and challenges facing the Church today.</p> <p>Some experience of Church leadership.</p> <p>A good understanding of Church structures and processes, especially within the Baptist family.</p> <p>Experience in training others using various media and techniques.</p> <p>Design experience using Adobe or similar software packages.</p> <p>Competency with Wordpress and plugin software.</p> <p>Good standard of written Welsh to include some proofing experience.</p> |
| Education | Educated to diploma/degree level. | <p>Experience of theological reflection.</p> <p>Language skills certificate</p> |

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| Skills / Abilities | <p>Self-motivated, able to work alone and be highly effective as part of a team.</p> <p>Well organised with effective time management skills.</p> <p>Able to take initiative and make decisions in isolation.</p> <p>Able to support, motivate and encourage others.</p> <p>Ability to travel to different parts of Wales.</p> | |