



Communications and Fundraising Officer

INFORMATION FOR APPLICANTS

Closing date for applications: 14 January, 2022

Trans World Radio

Bruce Court, 25a Hale Road, Altrincham, WA14 2EY

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rfarnworth@twr.org.uk

TRANS WORLD RADIO

Trans World Radio is an international Christian broadcasting network. TWR-UK is a missionary society and a Christian broadcaster, broadcasting quality, speech-led Christian radio throughout the UK.

Our Vision: To reach the world for Christ by mass media so that lasting fruit is produced.

Our Mission: To assist the Church to fulfil the command of Jesus Christ to make disciples of all people by using and making available mass media to:

- Proclaim the Gospel of salvation to as many people as possible,
- Instruct believers in biblical doctrine and daily Christ-like living,
- Model our message through our corporate and cooperative relationships.

Find out more about TWR-UK:

- www.twr.org.uk
- facebook.com/TransWorldRadioUK
- twitter @TWRuk

THE ROLE

We are seeking to recruit a creative individual with vision, passion and a great track record to join our creative and innovative team seeking to develop life changing Christian radio.

The Communications and Fundraising Officer will be a self-motivated person with relevant experience and the very best strategic and communication skills; a flexible and creative person to develop, with the CEO, our marketing and fundraising programme, including

- Supporter communications, in print, social media and online
- Funding applications
- Church relations
- Event exhibiting

The post is a permanent post. There will be a 6 month probationary period.

The post is for between 22.5 and 37.5 hours per week (depending on experience) at a salary of £25,000 per annum FTE.

Due to the nature and context of this post the successful candidate will need to be a committed Christian able to fully commit to our Basis of Faith.

For an application form contact:

Dr Russell Farnworth, Chief Executive Officer rfarnworth@twr.org.uk 0161 923 0271

Closing date: Friday 14 January, 2022.

JOB DESCRIPTION

Based in TWR-UK's Manchester (Altrincham) office, the Communications and Fundraising Officer's responsibility is to manage the promotional and fundraising function of TWR-UK, maintaining and building our relationship with supporters, listeners and donors and using relevant and effective forms of media to engage potential supporters and funders.

The **Key Areas** are:

- **Supporter communications**, including editorial responsibility for the quarterly newsletter and the development of donor appeals
- **Online and Social Media**, including the development of content for email newsletters, Twitter, Facebook and the TWR-UK website
- **Exhibiting** at selected Christian events and occasional **Church deputation visits**

Principal Duties and Responsibilities:

1. Ensuring that all aspects of the strategic and operational plans for fundraising are developed, coordinated, implemented, monitored and evaluated effectively.
2. Co-ordinating written communications to the supporters of TWR-UK including direct mailings, newsletter mailings and e-mailings.
3. Develop, implement and report on email communication strategy and plan, create and edit content for email publications.
4. Develop, manage, create and edit content for the website.
5. Develop TWR-UK's social media strategy, create content and encourage interactions with supporters.
6. To represent TWR at selected events/conventions and other gatherings of Christians.
7. To represent TWR on church deputation visits.
8. Provide a co-ordinated approach to Trust fundraising.
9. Keep abreast of government policies and trends which affect fundraising activity.
10. Co-ordinate TWR's press and online advertising strategy and co-ordinate regular press and news releases.
11. To comply with all aspects of TWR-UK's Equal Opportunities Policy and to comply with health and safety legislation.

Notes:

- 1) Duties will inevitably develop and change as the ministry of TWR-UK develops. Employees should therefore expect periodic variations to job descriptions and TWR-UK retains the right to do this where necessary. This job description will be supplemented on a regular basis by individual objectives derived from TWR-UK strategies.
- 2) Where an applicant or an existing employee is or becomes disabled (as defined by law) and informs the CEO fully of their requirements reasonable adjustments will be incorporated into the job description wherever possible.

PERSON SPECIFICATION

| SKILLS | ESSENTIAL | DESIRABLE |
|--|---|--|
| Interpersonal | Excellent people contact and communication skills The ability to establish and build good working relationships with other | |
| Efficiency | Organised and methodical with the ability to cope under pressure and met deadlines Proactive and able to work under own initiative when making decisions and setting priorities. | |
| Communication | Excellent written communication skills Excellent verbal and presentational skills | Experience of marketing and public relations |
| IT Skills | Working knowledge of Microsoft Office including Word, Excel, Power Point Some knowledge of graphic and web design | Experience of social media marketing Knowledge of databases |
| QUALIFICATIONS | | |
| Education | Educated to 'A' level standard or higher | Degree or professional qualification |
| ATTRIBUTES | | |
| Commitment to purpose of TWR | Can demonstrate enthusiasm for the Christian purposes, values and mission statement of TWR | |
| Occupational requirement to be a Christian | Demonstrates a personal Christian faith Seeks to commit matters to prayer and be led by the Holy Spirit | |
| Professional outlook and persona | High level of personal and professional commitment and self-awareness. Willing to accept direction and respect for authority Clear understanding and respect for the importance of confidentiality and the need to build relationships on trust. Committed to own personal development | |

TWR-UK BASIS OF FAITH

We believe in...

1. The one true God who lives eternally in three persons—the Father, the Son and the Holy Spirit.
2. The love, grace and sovereignty of God in creating, sustaining, ruling, redeeming and judging the world.
3. The divine inspiration and supreme authority of the Old and New Testament Scriptures, which are the written Word of God—fully trustworthy for faith and conduct.
4. The dignity of all people, made male and female in God's image to love, be holy and care for creation, yet corrupted by sin, which incurs divine wrath and judgement.
5. The incarnation of God's eternal Son, the Lord Jesus Christ—born of the Virgin Mary; truly divine and truly human, yet without sin.
6. The atoning sacrifice of Christ on the cross: dying in our place, paying the price of sin and defeating evil, so reconciling us with God.
7. The bodily resurrection of Christ, the first fruits of our resurrection; his ascension to the Father, and his reign and mediation as the only Saviour of the world.
8. The justification of sinners solely by the grace of God through faith in Christ.
9. The ministry of God the Holy Spirit, who leads us to repentance, unites us with Christ through new birth, empowers our discipleship and enables our witness.
10. The Church, the body of Christ both local and universal, the priesthood of all believers—given life by the Spirit and endowed with the Spirit's gifts to worship God and proclaim the gospel, promoting justice and love.
11. The personal and visible return of Jesus Christ to fulfil the purposes of God, who will raise all people to judgement, bring eternal life to the redeemed and eternal condemnation to the lost, and establish a new heaven and new earth.