



**Job Title:** Engagement Director (Marketing and Communications)

**Reporting to:** Chief Executive Officer

**Purpose of Job:**

To lead the Engagement Department (marketing, communications, fundraising and church relations staff) in the development and implementation of our engagement strategy. To contribute to the leadership of the organisation as a member of the Senior Management Team (SMT). To share in representing A Rocha UK externally.

**Key responsibilities:**

- Create a new department bringing together functionally related staff (marketing and fundraising, communications, including church relations) under a single new directorship.
- Lead and manage staff to deliver A Rocha's engagement objectives - to increase Christians' and Churches' engagement in caring for the natural environment, and increase financial support for A Rocha's work.
- Oversee the development and diversification of our income streams, particularly increasing income from the public.
- Oversee the development of programmes for our core audiences, particularly the growing Eco Church programme for Churches, and a planned programme for our Individuals and Families.
- Oversee the development of our communications, including press work, the web and social media, to increase our external profile and reach to our core audiences.
- Take part in A Rocha's speaker programme at churches and Christian events
- Liaise with senior staff in other environmental and church-based organisations and our international network, A Rocha International.
- Fully participate in the SMT, sharing in the tasks of developing the organisational strategy, leading and supporting cross-departmental projects, and ensuring good interdepartmental relations
- Fully participate in the communal life of A Rocha UK, including staff and volunteer events and communal prayer life.

**Person specification:****Essential requirements**

- Educated to degree level in a relevant subject
- Demonstrable success in at least one of the following: general marketing or direct marketing or communications
- An ability to deploy and integrate different disciplines for maximum impact
- Experience of monitoring and analysing data and using it for increased impact
- Experience of managing budgets
- Ability to lead and build teams
- Ability to work alone or as part of a team
- An awareness of the variety and culture within the UK churches
- Good relational and networking skills
- A practicing Christian: A Rocha is a non-denominational Christian charity with a deep commitment to our faith, community and cross-cultural collaboration. This requires all staff to be willing to and able to participate fully in the spiritual life of the organisation, including regular collective prayer and reflection, annual staff residential retreat etc.

**Desirable – any of..**

- Experience of running a direct marketing campaign
- Experience of audience segmentation
- Experience of supporter data base management
- Experience of using social media to engage people in a cause
- A strong interest in conservation or wider environmental issues and/or social justice

**Key competencies & skills**

- Strong team leadership and team building skills
- Organised, able to work to strict deadlines
- Proficiency in planning, budgeting and project management
- Able to manage specialists in different related fields
- Good written and verbal communication skills, including public speaking
- Confident and competent in speaking to church audiences, including using theological concepts
- Ability to monitor and analyse complex data
- Ability to travel/current driving license
- Availability to do some evening and weekend work (with time off in lieu as appropriate)

**Location:** Working out of A Rocha UK's national office in Southall, West London, with some home working possible.

**Hours:** The post is offered at 0.8 to 1 FTE.

**Salary:** £35,000 per year plus 10% contribution to pension.