

JOB DESCRIPTION

Employer: United Christian Broadcasters Limited

Job Title: Director of Communications

Reporting to: Managing Director

Principal Locations: Burslem - Operations Centre, Stoke-on-Trent, ST6 4JF
Hanchurch - Broadcasting Centre, Stoke-on-Trent, ST4 8RY

Hours: 36.25 hrs per week, Monday to Friday, occasional weekends, some flexibility may be required

Main Purpose of Job:

Overall responsibility for the Communications Department, encompassing Supporter Development, Legacy, Strategic Partnerships, Church Engagement, Marketing and PR. This department plays a crucial role in ensuring effective partnerships are developed and maintained to financially support the implementation of UCB's Strategic Plan. The role focuses on building successful relationships with our supporters, listeners, churches, ministries, and potential partners, while also raising awareness of our aims, objectives, ministry and successes.

Position in Organisation: Executive Director

Reports to: Managing Director

Line Manages: Head of Strategic Partnerships, Head of PR & Social Media
Head of Direct Marketing, Head of Events

Works closely with: Other Executive Team members

Key Responsibilities:

Fundraising Strategy and Campaign Management:

- Develop and implement a fundraising strategy to meet UCB's Strategic Plan.
- Provide risk analysis and cost-benefit analysis to focus efforts on fundraising activities with the highest return on investment.
- Initiate and lead fundraising strategies across a range of income streams.
- Establish clear KPIs for all campaigns and regularly report on progress and impact to the Executive Team.
- Motivate and inspire the team and organisational wide stakeholders to maximise creativity in fundraising and marketing efforts.

Team Leadership and Development:

- Lead and support the Communications Team to deliver innovative marketing and supporter development strategies.
- Provide guidance and development opportunities to all team members, ensuring ongoing growth and training.
- Conduct staff appraisals and work closely with HR to address training needs.

Digital Marketing and Technology:

- Demonstrate understanding & capability in the use of advanced CRM tools such as Dynamics 365 and emerging AI technologies for audience insights, segmentation, and campaign optimisation.
- Oversee the development of web-based supporter income and integrate digital marketing efforts with Social, Email & CRM systems.
- Foster collaboration between marketing, broadcasting, and other teams to ensure a unified approach to UCB's messaging.

Brand and Communications Strategy:

- Lead the development and communication of UCB's brand strategy across digital – web, email and social, print and broadcast channels.
- Maintain editorial control of all communications material released by UCB, ensuring alignment with business strategy.
- Oversee marketing policies and ensure they are consistently applied across all campaigns.
- Work with the Broadcasting Director and team to coordinate on-air fundraising appeals.

Budget and Reporting:

- Manage the Communications Department budget, ensuring cost control and resource optimisation.
- Provide regular reports and data on campaign effectiveness, both qualitative and quantitative, to the Chief Executive and MD.
- Ensure documentary evidence of public benefit (KPIs) from all communications and fundraising activities.

Database and Reporting Systems:

- Oversee the development and management of the supporter database, ensuring effective use of data for relationship building and campaign execution.
- Ensure compliance with data privacy standards and best practices.

Qualifications/Knowledge/Experience and Skills:

- Educated to degree level in a relevant subject (e.g., Marketing, Communications, Public Relations, Digital Media, Business Administration, or equivalent experience).
- Proven experience at Director level in a similar role, preferably in the voluntary or charity sector.
- Exceptional track record in fundraising, marketing, and supporter relationship management.
- Strong digital marketing skills with hands-on experience in web, email, social media, and CRM systems, particularly Dynamics 365.
- Experience with AI-driven tools for marketing automation, audience segmentation, and predictive analytics.
- Evidence of sound financial management and ability to work within a budget.
- Strong communication and interpersonal skills, with the ability to engage and motivate supporters.
- Strong leadership and team management experience.
- Fully computer literate, particularly with Microsoft Office and CRM systems.

Person Specification:

- Committed to upholding UCB's vision and mission.
- Strong personal Christian faith and commitment to providing spiritual leadership within the organisation.
- The post holder will work as an Ambassador of Christ to deliver a distinctly Christian service to UCB and its supporters
- The commitment to participate in daily prayer time.
- Demonstrates adaptability and creativity in addressing challenges, with a focus on continuous improvement.
- Ability to build effective relationships both internally and externally.
- Collaborative management style with a strong focus on team empowerment and high performance.
- Ability to work under pressure and manage competing priorities.
- High level of confidentiality and ethical standards.
- Confident with strong interpersonal skills, personal integrity and a collaborative management style.
- An effective leader with the vision, communication and presentational skills to motivate and empower their team to achieve and maintain a high-performance culture
- Be able to manage the pressure and high level of accountability associated with a director role.
- Robust determination to succeed at a senior level
- Commitment to high professional ethical standards
- A positive commitment and sound knowledge of United Christian Broadcasters
- High level of confidentiality

Such other duties as the Chief Executive/MD may from time to time reasonably require

Dated: 28th November 2024

This Job Description does not form part of your Contract of Employment