

**Job Specification: Media & Communications Overseer**

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| Job Title | Media & Communications Overseer |
| Reporting To | Senior Pastor |
| Hours of Work | 2-3 days per week / 16-24 hours per week |

**Main Duties and Responsibilities:**

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|  | **Specifics** | **Measures** |
| 1 | **Oversight of all Coastline Media and Communications**  To oversee the production and provision of all media, communications and digital content for Coastline Vineyard Church – for the dual purpose of 1. keeping the church family connected and envisioned and 2. widening our reach and influence beyond the Coastline family.  Three regular weekly priorities:  1 Weekly eNewsletter – including writing copy, editing text written by others, designing thumbnails, selecting and editing visuals, and proof-reading – to enable and empower the church family to stay connected, know what’s happening, get involved, and grow as disciples of Jesus.  2 Weekly online Sunday Experience - take a technical lead on enabling Sunday services and activities to be produced and broadcast, including recording and editing video.  3 Weekly Sunday Services – overseeing the Media Team in their serving role at church, doing song words and other visuals, including lighting. | Ensure all media communicates Coastline’s vision and mission. Every communication needs to be filtered through Coastlineʼs Vision & Values so that all we produce shares a little of who we are.  Having a clear and consistent ‘voice’ and tone in all written comms ie.open, clear, friendly and approachable.  Working knowledge of MailChimp or similar.  Identify, recruit, train and deploy a volunteer Media Team to run the visuals for Sunday Services. |

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|  | **Specifics** | **Measures** |
| 2 | **Staff Team Support**  Meeting regularly with other ministry leaders, understanding what is happening in the life of the church, and supporting those ministry leaders through event promotion, media creation, and planning.  Internal Communications ie Enabling effective cross-team communication with tools such as Outlook and Teams.  IT Admin – Research, training & rollout of tools that enable the team to do their best work. Fix any IT issues, configure equipment. | .  Help make significant key strategic decisions within Coastline - from how we communicate announcements, the voice and style of our notices, creative ideas for digital content, and more.  Working knowledge of Microsoft Outlook and Microsoft Teams  Working knowledge of both Mac and Windows Operating Systems |

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|  | **Specifics** | **Measures** |
| 3 | **Design, Brand and Aesthetic**  Digital & Print design – design of any official material produced by Coastline. Many of these will be delegated to skilled church members, but each project is overseen by Media & Comms Overseer.  Brand & DNA – design of logos and brand guidelines to ensure a strong visual connection between any Comms piece and Coastline. | Develop a team that understands the vision and values of Coastline so well that projects can be delegated to them with minimal oversight.  Designing and delegating material creation, and managing Creatives, helping them understand the brief and meet deadlines. |

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|  | **Specifics** | **Measures** |
| 4 | **Creative Asset Production**  Commissioning and capturing photos, videos and artwork that helps us create authentic and effective media for promotional needs.  Event Promotion – promotion and publicity before, capturing photos and video during, and celebrating wins and highlights afterwards. | To recruit, deploy, and monitor a team of volunteers to successfully capture  Create material for future events: Alpha, DY, DY+, Young Adults, Baptisms, Christmas, Easter. Allows others invite friends and family to these events and connect with those not yet within the Coastline Community. |

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|  | **Specifics** | **Measures** |
| 5 | **Digital Content and Production**  Taking the technical lead on enabling Sunday services and activities to be produced and broadcast, working with the pastors, worship team, and other ministry leaders. To offer technical support to other church ministries to develop their online presence and ministry midweek.  Oversee the maintenance and management of the Coastline website [www.coastlinevineyard.church](http://www.coastlinevineyard.church) | Sunday Experience Management, editing videos, uploading content, delegating some parts to support team.  Digital Team and Training: invest in growing and developing volunteers who can contribute to digital production and livestream activities. We also want to develop the skills and confidence of other staff team members and ministry leaders.  Digital Development of Online Church: contribute to the creation of a strategic digital development plan, helping the church to explore options for developing our presence online longer term. |

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|  | **Specifics** | **Measures** |
| 6 | **Social Media & Promotion**  Oversee a team who understand who we are currently reaching, how to reach those we want to connect with, and communicate effectively in line with our vision, values, and voice.  Marketing and promotion of our events and activities, both to our current church family and beyond.  Create engaging social media posts for different platforms.  Foster online community and allowing people to engage with the life of the Church.  Oversee the creation of posts for Facebook, Instagram Stories during the week, for updates and events, so that the congregation are kept in the loop, and updated of any changes, that may have occurred since the release of the newsletter. | Maintain the face and image of Coastline in the digital sphere. Keeping this up to date with what is going on in life of the Church, will encourage those outside the community to get more involved.  Excellent knowledge of social media platforms and ways to maximise our reach and profile eg Facebook, Twitter and Instagram.  Capturing and celebrating Kingdom wins and stories on social media.  Use analytics on social and media outlets to alter posting, maximise engagement and spread His word. |

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|  | **Specifics** | **Measures** |
| 7 | **Budget Management**  To manage Coastline Vineyard Media Budget and be responsible for controlling expenditure to stay within budget. | Knowledge and research of the requirements and suitability of Coastline’s media and audio/visual equipment.  Knowledge of budget and expenditure against budget.  Evidence that the expenditure serves the vision. |

**Personal qualities required for role**

* Active Christian faith and desire to grow and deepen their walk with Christ.
* Capable of accountable self-direction and demonstrating a strong work ethic.
* Humble attitude towards oneself and ability to work on a team.
* Able to demonstrate ability to deliver a number of significant projects to timetable.
* Openness to new ideas and ways of thinking and good interpersonal and communication skills.
* Someone who is capable of creating energy and momentum within a team.
* Ability to lead a team of volunteers
* Manner and judgement which inspires confidence.
* Ability to be flexible and support the ministry of other’s in the Coastline Team.
* Excellent communication skills – including the ability to communicate effectively through words and visuals.

• Competent in working with a financial budget.

• A willing heart and teachable spirit to go above and beyond for the role.

• Have a working knowledge and understanding of the Vineyard Church in the UK, and ideally have relationships within the VCUKI movement.

**Qualifications & Key Skill Set requirements**

* Prior experience of working in an environment of media, communications, social media, or marketing.
* Experience in managing other people, including a proven track record of effective leadership of volunteers.
* Higher Education qualification – ideally in design, media or marketing.

**What we will offer you:**

Opportunities to participate in continuing professional development (negotiable depending on the qualifications and experience held by the individual).

Supportive and regular line management.

A Christian community that will uphold you in your apprenticeship to Jesus, through prayer, mentoring, pastoral care and discipleship.

**Other relevant information:**

Tier 2 Visas are not available for this position.

It is a Genuine Occupational Requirement of the post that the Media and Communications Overseer be a Christian in full sympathy with the aims and ethos of the church’s purpose and mission.

You will worship at Coastline Vineyard every week.

You will have 25 days Annual Leave *pro rata* (eg 15 days in total for a 3 day working week), plus Bank Holidays. 6 Sundays per year allowed for Annual Leave.

There is a 6 month probationary period, and a three month notice period.