



## Media and Communications Manager Job Description

Location	Based in the Newday office 50% of working week; other 50% flexible based on employee and job needs Newday Office is currently in South East London
Hours	2-3 Days a week (14-21 hours)
Terms	Permanent
Salary	£38000-40000 pro rata, dependant on experience
Reports to	Head of Operations and Events
Responsible for	Newday Creative Team (Volunteers & Contractors)
Overall Objective	To oversee Media and Communications for the Newday Charity and Events
Key Responsibilities	<p>Planning &amp; Execution</p> <ul style="list-style-type: none"><li>• Develop and implement a Media and Communications Strategy that aligns with Newday's goals</li><li>• Create and manage a comprehensive communications calendar</li></ul> <p>Content Creation</p> <ul style="list-style-type: none"><li>• Manage the production of engaging content for various platforms including the website, social media channels, newsletters and promotional materials</li><li>• Oversee the creation of multimedia content</li><li>• Project manage the creation of the Newday Podcast, Bible Reading plan and other new initiatives</li><li>• Edit and proofread content to ensure clarity, accuracy and alignment with Newday's tone and style</li></ul> <p>Social Media Management</p> <ul style="list-style-type: none"><li>• Develop &amp; execute social media campaigns to boost visibility and engagement.</li><li>• Monitor social media channels and manage online community interactions</li><li>• Analyse social media metrics and adjust strategies based on performance data.</li></ul> <p>Brand &amp; Website</p> <ul style="list-style-type: none"><li>• Sign off annual branding for the festival and other events</li><li>• Oversee updates to the website and project manage the implementation of a new website</li></ul> <p>Events</p> <ul style="list-style-type: none"><li>• Collaborate with the Head of Operations and Events to design and implement promotional strategies for Newday festival and other events</li></ul>



	<ul style="list-style-type: none"><li>• Manage advertising campaigns, partnerships and sponsorships to maximise exposure and support</li><li>• Input into the look and feel of Newday festival and other events and input into creative content during meetings</li><li>• Oversee the creation of physical and multimedia creative assets for Newday festival and other events including arranging print assets</li><li>• Oversee the sourcing of Merchandise for events</li></ul> <p><i>Please note: this role carries the requirement to be onsite for the entirety of the Newday Festival live phase of the event and a portion of build and break phases.</i></p>
Works Closely With	<ul style="list-style-type: none"><li>• Newday Leadership Team</li><li>• Newday Event Creative team</li></ul>
Key Performance Indicators	<ul style="list-style-type: none"><li>• Regular targeted communications being produced</li><li>• Refreshed brand and identity</li><li>• Improved visual look and feel to Newday's events</li></ul>
Knowledge, Skills & Qualifications Required	<ul style="list-style-type: none"><li>• Experience in content creation</li><li>• Experience in a similar communications Management role</li><li>• Copyrighting</li><li>• Knowledge of updating and maintaining websites</li><li>• Experience in creating and implementing a communications plan</li></ul>
Behaviours and Values	<ul style="list-style-type: none"><li>• Able to work in a team</li><li>• Self motivated and able to manage your time and workload</li><li>• Ability to lead others, including other leaders and volunteers</li><li>• Committed Christian: under the equalities act of 2010 this role carries a genuine requirement to be a committed christian</li></ul>