

# parenting for faith®

## Marketing and Engagement Lead

### Who we are

Parenting for Faith is one of the four ministries of the BRF Ministries charity. BRF Ministries is a Christian charity that is passionate about enabling people of all ages to grow in faith and understanding of the Bible. BRF Ministries resources the spiritual journey of individuals and the mission and ministries of local churches.

Whatever their age, wherever they are on the journey towards God, our desire is to see more people...

- growing in understanding of the Bible
- encountering God and experiencing vibrant Christian faith
- equipped to exercise gifts in leadership and ministry.

We are a values-led organisation and they are the heart of all we do. Our values are:

- We respect others
  - We value the contribution of every individual, are honest with each other and allow people to experiment and try new things
- We give our best
  - We achieve the best results with the time and resources available
- We are collaborative
  - We seek opportunities to build relationships and work with others towards shared goals
- We are adaptable
  - We have positive, can-do attitudes, demonstrating flexibility in our approach and determination to succeed
- We are creative
  - We encourage pioneering ideas and ways of thinking, continually looking for ways to improve what we do

## The role

**Main purpose:** To lead and deliver the PR, marketing and digital engagement strategies for Parenting for Faith, enabling wide awareness and adoption of the Parenting for Faith approach.

**Reporting to:** Parenting for Faith Ministry Lead with dotted reporting line to the Head of Marketing and Engagement

**Location:** Home-based with regular travel and visits to the BRF Ministries office, Abingdon

**Hours:** Full-time (37.5 hours per week). Part time at no less than 0.8FTE, or job shares considered.

**Salary:** £30K – £35K dependent on experience

## Main tasks and responsibilities

- Establish and deliver a PR and marketing plan in collaboration with Jersey Road.
- Develop and implement a digital engagement strategy.
- Work directly with the team overseeing the Church Support Hub to maximise engagement and access to all PFF resources and courses, thus enabling scaling across the national CofE landscape.
- Innovate and lead on new ideas, methods and technologies for recruiting and engaging new and current audiences with Parenting for Faith.
- Collaborate with CofE stakeholders to fully embed Parenting for Faith across dioceses and parishes.
- Establish a new BRF Ministries digital platform to house all existing, refreshed and new PFF digital courses and resources, ensuring this works seamlessly with the Church of England's Church Support Hub and BRF Ministries websites.
- Manage and curate digital platforms, including video, graphics, podcasts, and course content.
- Curate all digital content appropriately, designing easily accessible user journeys and pathways for distinct target audiences.
- Create graphics and refresh hero banners and content library regularly.
- Further develop marketing content and YouTube channel management.
- Create and schedule regular social media posts and use social media to increase Parenting for Faith's profile and digital reach.
- Upload and promote the PFF podcasts.
- Write, and grow the distribution of, monthly email newsletters for Parenting for Faith.
- Create concepts and scripts for videos and reels that tell stories and illustrate Parenting for Faith's work.
- Portraiture and photography of PFF resources in action.
- Film and edit video/audio content for use across Parenting for Faith channels.
- Create key marketing campaigns for Parenting for Faith that are linked in with the regular pattern of Christian annual festivals, such as Easter and Christmas.
- Create campaigns for parents' and grandparents' days and godparent Sunday.
- Work with the Web and Digital Manager to ensure SEO and functionality are optimised and digital engagement reports are provided.

## Skills and experience

### Essential

- Strong commitment to the aims of both Parenting for Faith and BRF Ministries
- Demonstrable experience in PR, marketing and digital content creation.
- Ability to create compelling content and design user journeys for digital platforms.
- Excellent written and verbal communication skills.
- Excellent presentation skills, both written and verbal
- Strong knowledge of social media platforms and tools.
- Experience with video and audio editing tools.
- Able to take initiative and lead on strategy.
- An understanding of church life and different denominations; able to be sensitive to a variety of theological viewpoints; credible with church leaders.
- Ability to work well with colleagues, key partners and organisations at all levels to build strong connections and relationships.
- Willingness to travel and work unusual hours, including some evenings and weekends
- Excellent organisational and time management skills.
- Self-starter, able to work on their own and relate to a wider team.
- Ability to inspire others, both within and beyond BRF Ministries.
- Ability to listen to and value the contributions of others.
- Ability to work with others from different backgrounds.
- Enthusiastic, persuasive and good with people.
- Creative and innovative.
- A positive attitude, ability to take on a variety of tasks; flexible and adaptable and able to work well under pressure
- Excellent team player willing to 'chip-in' to get the job done
- A commitment to ongoing personal and professional development

### Desirable

- Understanding of Parenting for Faith materials.
- Experience working with the Church of England.
- Graphic design experience (e.g. Canva, Adobe Suite).
- Experience with SEO and website management platforms.
- Proficiency using Microsoft Office.

## Benefits

- 25 days' holiday per annum (increasing by 1 day per full years' service up to a maximum of 30 days), plus Bank Holidays (both pro rata'd for part-time workers)
- Additional 3 days off between Christmas and New Year, at trustee discretion
- Auto enrolment pension scheme (8% employer contribution, 3% employee contribution)
- Health Shield health care cash plan (after successful completion of probationary period)
- Flexible working opportunities including generous flexitime scheme allowing employees to accrue time and earn additional days leave
- Employee Assistance Programme with access to financial advice, career coaching and counselling
- Staff discount scheme
- Learning and development opportunities
- BRF Ministries is proud to be an accredited Living Wage employer

*There is an occupational requirement that the role holder is a Christian, and this is a genuine occupational requirement (GOR) exclusion as defined by the Equality Act 2010.*

We welcome applicants from all backgrounds and communities, particularly those that are under-represented within our staff team. This includes, but is not limited to, people from Black, Asian, and other ethnic groups.

To apply, please send a current CV (2 pages max) and complete the application form and return to [peopleadmin@brf.org.uk](mailto:peopleadmin@brf.org.uk) **before midnight on 30<sup>th</sup> May 2025**

By applying for this role, you agree to BRF Ministries processing your personal data supplied in your application for the purpose of recruitment and selection. For further details regarding how BRF Ministries processes personal data, please visit [www.brf.org.uk/privacy-policy/](http://www.brf.org.uk/privacy-policy/)

**Closing date: 30 May 2025 at 23:59**

Shortlisting will occur on a rolling basis. Interviews will be scheduled for mid June 2025. The position may be closed early if a suitable candidate is found however, so apply early if you are interested in the role.