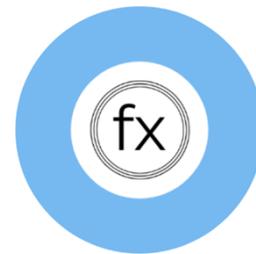


Communications and Social Media Contractor for Fresh Expressions Ltd



1. Context

Fresh Expressions is a growing movement of everyday people across all denominations, and none, who are starting new Christian communities in the nooks and crannies of people's everyday lives. From new housing to rural, urban to suburban, messy church and third age to forests, coffee shops, beaches, pubs, barns, online and even church buildings!

With over 30 years' experience of pioneering in creative and contextual ways accompanied by robust theological research, reflections, and reports on how Fresh Expressions have gathered and discipled people who weren't connecting with traditional forms of church; we know all about the challenges and joys of pioneering, but more importantly we know this approach to mission works.

We're not a denomination. We're not a pathway to ordination. We're a grassroots movement filled with people who can't stop thinking about who isn't in church and want to do something about it. We're a band of misfits, visionaries, prophets, evangelists, and creative entrepreneurs who can see what isn't there and have the grit and faith to go out, listen, love, serve, tell people about Jesus and work with their new communities to create a new and authentic expression of church that makes sense to them.

Communication is vital in the life of the movement and this role is critical as we seek to fulfil God's calling upon us and continue joining in with the Holy Spirit and our missionary God who is at work in the world.

2 Overall Purpose

We want to see the fx movement flourish. Working with a small team of contractors the purpose of the Communications and Social Media Contractor is to;

- Raise awareness of what God is doing.
- Spark interest to know more.
- Increase desire to get involved.
- Enable active participation.

3. Specific Responsibilities and Duties

1. Listen to the movement through online discussions, gathering, webinars, publications, and social media and ensure fx content is speaking into the movement and meeting people where they're at.
2. Developing the communications strategy within and across the FX movement, especially so that it is younger and more diverse.
3. Planning and delivering movement campaigns and content through social media, including a content/Mailchimp campaign calendar across all platforms ensuring a strategic and the ongoing supply of relevant content.
4. Designing, scheduling, and creating copy for the publicity of fx events.

5. Ensuring all fx communication and content is consistent in branding, voice, vision, and values of the movement and working to communicate with a consistent voice across all platforms
6. Promoting new opportunities, stories and voices within the movement and providing a platform for fx practitioners to share their stories in a way that makes sense to them.
7. Maximising followers on social media platforms such as Facebook, YouTube, Twitter, Instagram, and Pinterest.
8. Monitoring social media for user comments both positive and negative.
9. Maintaining and updating the website
10. Identifying appropriate metrics and building reporting frameworks that communicate the overall comms strategy and individual campaigns within it.
11. Keeping up to date with advances in social media technology and the latest social media platforms.
12. Working within agreed protocols, good practice and GDPR guidelines for social media, etc.
13. Working collaboratively with fx contractors and practitioners to set up, advertise, curate and deliver an fx podcast.
14. Serving the fx Leadership Community through attending and contributing to discussions and working collaboratively to implement decisions and strategies arising from the LC
15. Working collaboratively with the fx contractors to communicate the fx fundraising strategy, connect with donors and communicate giving opportunities to the movement
16. Working within the agreed budget, monitoring it, and reporting to the FX Board and other key parties

4. Key meetings

Regular meetings with the fx contractors

Planning and participation at the fx gatherings (in March and Sept)

Being part of the fx Leadership Community

5. Key relationships

Reporting to the fx Board

With fellow fx Contractors and the fx Leadership Community

Across the fx movement

6. Remuneration

£150 per day, up to 3 days/week plus expenses. This role would be working from home with some travel and need to stay overnight sometimes.

Applications and enquires to suzie.wall@freshexpressions.org.uk

Closing date is 5pm Wed 8th June 2022.

Interviews will be on Fri 17th June 2022, on zoom.