



Job Description

Communications & Content Manager

Reports to	Communications Director
Salary	£32,271.52 FTE (pro-rata for part-time hours) + London weighting if located in an inner Ldn postcode
Office location	London, SE1 1HL (nr Borough Tube Station)
Contract type	Hybrid (<50 miles by road from office)
Office attendance	Hybrid contract - 1 day per week
Holiday entitlement	25 days FTE (+ bank holidays) increasing to 30 days FTE (+ bank holidays) after 5 years service
Other benefits	-Up to 7% matched pension contribution -4x salary life cover -Enhanced Sick Pay, Enhanced Maternity Pay, -Enhanced Paternity Pay & Enhanced Shared -Parental Pay (after 2 years service)
Hours	Full-time - 21-35 hours per week
Travel	This role requires some travel around the UK for events and conferences
Contract	Permanent

About Faith in Kids

Context

60% of active Christians in the UK came to faith in Jesus before the age of 11. If we miss childhood, then our churches will never recover. The data tells us what the Bible has always taught us, "Start children off on the way they should go, And even when they are old they will not turn from it."

Faith in Kids exists to make progress in developing a lifelong faith in our children, in supporting the parents and our churches to take spiritual responsibility for their children. We create podcasts, publish books, produce free-to-download resources and we provide training (both



in-person and online). We are growing. Join us to help us equip more parents and churches to confidently disciple their children.

Our Vision

Confident parents and thriving churches, raising children together, to trust Jesus eternally.

Our Mission

We encourage, inspire and equip the influencers of faith in children with support, training and resources.

Our Values

Gospel Hearted

We are unashamed. We are 'Jesus first'. We are about the better story; that is joyful, hopeful and found in Christ

Relational

We are wired for partnership. We connect to those we serve. We listen and we want to understand

Courageous

We will follow the need. We are daring, ambitious and bold in all that we do. We are not afraid to pioneer or to fail

About The Role

Faith in Kids has been going through an exciting season of development and growth. As we continue to work towards our strategic objectives and growing the ministry, we are in need of a Communications and Content Manager to help us serve our existing audience well, grow our online audience, increase engagement across digital platforms in order to maximise the reach of our offer and deepen our impact.

The Communications and Content Manager will lead our content engine and run our day to day communications activities. We are looking for someone who has fresh perspectives and imaginative storytelling skills that captures attention, strengthens our reputation and shares the breadth of our offer in ways that engage and expands our core audiences. They will have high platform literacy and a marketing mindset with strong design instincts, film and written communication skills. This individual will need proven skills in being able to understand the algorithm, not just produce beautiful content. You are experienced in managing and growing social media channels, with a strong strategic understanding of what makes content resonate across platforms.

The candidate would ideally have gained their experience within a charity or Christian organisation but this is not essential.

Role & Responsibilities



General responsibilities

- Work in line with the Communication Director's strategy for marketing platforms (email/social etc) to understand the clear purpose and success measures for each
- Ability to work with the existing brand guidelines and tone of voice to develop repeatable content formats and series that build recognition and ensure consistency across platforms.
- Ability to manage and populate our channels and touchpoints with users and supporters. Planning and scheduling content calendars, tracking performance and adjust strategies based on metrics.
- Ability to self-produce content as well as work with a network of freelancers to create platform-native short-form reels, videos and posts in a way that supports our launches, series and campaigns with coherent content across touchpoints
- Ability to manage digital campaigns, film based projects, print campaigns and event (exhibitions, conferences and training) materials that are engaging, effective and ensure brand consistency across touchpoints
- Ability to update website content
- Collaborate with the Creative Lead to take existing assets and turn them into marketing assets
- Collaborate with the Communications Director and Supporter Engagement Manager in the creation of fundraising/ supporter engagement materials and reports
- Collaborate with the wider team to gather relevant updates, stories and information to share with users and supporters
- Co-ordinate with training and event organisers to ensure promotional needs are met in an effective way
- Co-ordinate with the operations team to ensure all activities are being conducted within GDPR and working with our CRM system, Beacon
- Ability to keep abreast of latest trends and bring best practice and new ideas into the organisation

Measurable outputs

- Deliver communications materials and content to the agreed quality and timeframes
- Successfully deliver output in line with the agreed metrics for each platform

Culture

- Clearly live out and embrace the values of Faith in Kids
- Clearly demonstrate a heart and passion for the ministry and work of Faith in Kids
- Sincere acceptance, understanding and practice of the Statement of Faith, Christian ethos, vision and mission of the charity

Other responsibilities include

- Being willing to pray with staff and fully engage with our Christian culture
- Being willing to encourage friends and family to support the work of Faith in Kids, if appropriate
- Attendance of a variety of UK events across the year to capture content firsthand
- Attendance at organisation events, staff events and conferences
- Undertake all role appropriate training



The above job profile is a guide to the work you may be required to undertake but does not form part of your contract of employment. It may change from time to time to reflect changing circumstances and needs of the organisation.

Person Specification

Education

- Degree level qualification or equivalent

Experience

- Essential
 - 3+ years of experience in communications and content management
 - Multimedia production experience of content that performs against metrics on digital channels
 - Ability to write and create in line with organisational brand and tone of voice guidelines
 - Demonstrable examples of content produced and how it has met the desired strategic intentions and delivered impact
- Desirable
 - Experience in the charity sector
 - Experience in a Christian organisation
 - Understanding of the UK Christian charity sector

Skills/Abilities

- Strong writing skills, within our brand personality and tone of voice guidelines
- Strong storytelling skills connecting users with our outputs and inspiring supporters
- Strong multimedia production skills: proficiency in graphic design (e.g. Canva and Adobe Creative Suite), video editing software (e.g. CapCut), website platforms (WordPress)
- Familiarity with Mailchimp (or similar) as an email marketing platform, Beacon (or similar) as a CRM provider and social media platforms (e.g. Meta)
- Ability to look at platform analytics and adapt strategies and content accordingly
- Ability to work collaboratively with a small team as well as working independently on role specific tasks
- A creative thinker who is up to date with latest trends and wants to bring innovative thinking and new practices into the organisation
- Good organisational and planning skills as well as proven project management skills to work with a freelance network to produce content and liaise with partners
- Ability to flex and adapt in a changing environment with competing internal needs

Christian Commitment

- It is an occupational requirement of the postholder to be a practicing evangelical christian
- The candidate must be in agreement with and give practical demonstration of the Faith in Kids statement of faith, ethos statement and organisational values



- Must be able to actively participate in prayer and worship, whether individual, small group or corporately, as an expression of their own personal faith and in line with the Statement of Faith
- Must be part of a local church

Safeguarding

All adults working in, or on behalf of Faith in Kids have a responsibility to safeguard and promote the welfare of children and adults. This includes: a responsibility to ensure a safe environment in which Faith in Kids can operate. Identify children and adults where there may be safeguarding concerns and to follow the Faith in Kids Safeguarding Policy in addressing any concerns appropriately.

Date July 2026