

# HEAD OF COMMUNICATIONS AND DEVELOPMENT

## Job Description and Person Specification



**Keswick**  
Ministries

HEARING · BECOMING · SERVING

# About Keswick Ministries

**Keswick Ministries exists to inspire and equip Christians to love and live for Christ in his world. Our three priorities are to hear God's Word, to become like God's Son, and to serve God's mission in the world.**

At the centre of what we do is the Keswick Convention, begun in 1875, which attracts some 15,000 Christians from the UK and around the world to Keswick every summer. It provides Bible teaching for all ages, vibrant sung worship, a sense of unity across generations and denominations, and an inspirational call to serve Christ in the world.



We are at an exciting period in Keswick Ministries' history. We are nearing the completion of the Derwent Project, which involves the commissioning of the disused Pencil Factory site in Keswick. This brings all our activities together in one location. It also serves the wider vision, to deliver a year-round ministry with a range of inspiring, equipping, Bible-centred teaching and training that focuses on 'whole of life' discipleship.

In addition, we produce resources, both printed and digital, that point to Christ and help with daily discipleship. We are also a catalyst for the Keswick Fellowship, a fellowship of Bible Conventions in the UK and around the world that originate or draw their inspiration from the Keswick Convention.

For more details see the KM website  
[www.keswickministries.org](http://www.keswickministries.org)

## The Role

**Job Title:** Head of Communications and Development

**Hours:** 37.5 per week

**Reporting to:** Ministry Director of Keswick Ministries

**Salary:** £40,000 - £46,000

**Location:** Based in Keswick, Cumbria (with some opportunity for working from home)

We now wish to recruit a dynamic, servant-hearted **Head of Communications and Development** who can develop and manage the implementation of a communication and fundraising strategy that will support and help deliver the KM mission.

This is a senior role, and the successful applicant will be part of the Leadership Team. The job description below outlines responsibilities and it is envisaged that others (a colleague/outsourced) will take delegated responsibility for multiple areas.



# Job Description

## Main Responsibilities

### 1. Proactive External communications

- Create and deploy memorable messaging that engages our wide supporter base and all stakeholders - through all channels of communication including digital and social media
- Manage an ongoing pro-active, brand-building, news agenda – for press and media – that profiles our activities, initiatives and builds the KM brand
- Develop and maintain relations with key media and act as KM spokesperson
- Coach and prepare KM Leadership for media and public presentations
- Provide regular media analysis and reports
- Support the implementation of the Derwent Project through all communications avenues
- Market analysis to maintain understanding of 'public perception'

### 2. Reactive External Communication

- Lead on issues and reputation management
- Provide reactive messaging to media enquiries as appropriate
- Develop crisis communication plan and lead on communication in event of a crisis
- Identify possible negative issues (risks) for the organisation, put in place pre-emptive measures and manage crisis scenarios

### 3. Development and Fundraising

- Develop of regular giving programme through annual appeals
- Manage relationships with major donors (identification, engagement, solicitation, and stewardship)
- Manage CRM database
- Engage regularly with supporters across all communication channels (e.g. newsletter, mailings, social media, and the website)
- Create and implement fundraising and stewardship events
- Fundraise for grants through proposal writing and reporting
- Manage and review data for reporting on donor patterns and data segmentation for appeals

### 4. Marketing and Supporter Relations

- Oversee KM website
- Oversee regular mailings to supporters
- Market KM Teaching and Training events
- Market the Derwent Project or other fundraising projects at the Keswick Convention
- Liaise with and promote Keswick Fellowship
- Develop and manage Keswick Ministries' brand
- Market Facilities, portfolio of venues
- Market Car Parking opportunities
- Market Keswick Ministries digital and printed resources
- Oversee digital platforms for streamed/recorded ministry

### 5. Team

- Manage the communication budget
- Manage staff and/or external communication agencies and communication resource providers.

# Person Specification

1. An exemplary Christian character.
2. A passion for the glory of God and for the spread of the Gospel.
3. A good understanding of, and commitment to, the beliefs of Keswick Ministries and modelling its values (see <https://keswickministries.org/about-keswick-ministries/>).
4. A proven track-record of both knowledge and skills to deliver the primary responsibilities.
5. Excellent interpersonal skills and evidence of genuine relationship-building with others from a range of backgrounds.
6. Excellent communicator in both written and spoken English who is able to inspire others in person, in print, and virtually.

## How to Apply

Please send a CV and covering letter to [emma.cooper@keswickministries.org](mailto:emma.cooper@keswickministries.org) by **Friday 6th May 2022**.

Interviews will take place on **Wednesday 18th May 2022** in Keswick, Cumbria.



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