



DIGITAL MARKETING AND COMMS OFFICER

PERMANENT FULL-TIME £23,553

THE ROLE

Join the 24-7 Prayer team!

Based in our offices in Woking*, the Digital Marketing and Comms Officer will be responsible for creating engaging multimedia content for 24-7 Prayer's social media and marketing campaigns to engage and grow our international audience.

You'll be a passionate creative, with an eye for design and a passion to develop eye-catching digital graphics and video content that can be used across our growing digital platforms.

You'll also be a community-builder, interacting and engaging with our digital community every day, with a passion for creating new ways for digital growth and engagement.

Working as part of a growing International Comms team, you'll bring fresh ideas to planning meetings and will be excited to dream about how to communicate everything that 24-7 Prayer is doing all over the world.

****Remote working for this role is possible, but there is a minimum requirement to attend team meetings in 24-7 Prayer's International Office in Woking twice a month.***

If you'd like to apply for the role, please click here* <https://hr.breathr.com/v/digital-marketing-and-comms-officer-26229>

**when prompted in the application process, please upload*

1. Your CV
2. A 1-page covering letter explaining why you are suitable for the role and why you would like to work at 24-7 Prayer.
3. A few examples of designed digital content in line with existing branding guidelines. These could be for social media, email or print, and can be designed images, videos, or links to content posted on social media. (If for any reason you have problems uploading your content, please email it to recruitment@24-7prayer.com)

N.B. If you do not upload any documentation your application will not be taken further.

Closing Date for applications: 27th November 2022

Interviews will take place on Tuesday 6th December 2022

(Please note: all applicants must have an existing legal status to work and reside in the UK)

About the organisation

24-7 Prayer began as one simple prayer meeting in 1999, and is now an international, interdenominational movement, reviving the church and rewiring the culture through non-stop night and day prayer. From apps and courses to prayer rooms and blogs; we exist to help people pray.

Job Description

Postholder: Digital Marketing and Comms Officer

Job type: Permanent, Full Time

Managed by: Head of Comms and Creative

Role Scope: Creating engaging multimedia content for 24-7 Prayer's International social media, and creative development and analysing of digital marketing campaigns.

Creating engaging social media, design and video content for 24-7 Prayer International marketing campaign.

Key responsibilities

Day-to-day running of 24-7 Prayer's International social media channels

- Scheduling and coordinating 24-7 Prayer's international social media content and digital marketing campaigns
- Creative development and design of graphics and video content for social media following 24-7 Prayer brand and style guidelines
- Growing 24-7 Prayer's international audience across digital platforms, working with the Global Brand and Marketing Manager
- Supporting the creative development of associated sub brands including 24-7 Prayer GB and Prayer Spaces in Schools
- Pioneering and developing new methods of digital storytelling and marketing alongside the wider comms team

Creative development and delivery of digital marketing graphics and campaigns

- Work as part of the wider 24-7 Prayer Comms team to ensure a cohesive approach to marketing across social media, web and email campaigns
- Creative development and design of marketing graphics and video for email and web use
- Coordinate and monitor paid social media advertising campaigns and external digital adverts across different platforms

Evaluating and analysing impact of 24-7 Prayer marketing campaigns and digital resources

- Evaluation of activities and campaigns alongside Global Brand and Marketing manager
- Reporting and regular recording of digital resource analytics for the benefit of the wider 24-7 Prayer team

Being part of the 24-7 Prayer International Communications team and wider 24-7 Prayer team

- Attending weekly Comms team meetings to meet with the rest of the team, thinking creatively and inputting into current and upcoming projects
- Attending regular check-in meetings with the wider 24-7 Prayer team to meet and pray together

- Collaborating and serving as part of the 24-7 Prayer team on key events such as the 24-7 Prayer annual gathering and Wildfires Festival.

Key requirements / skills

- Experience of using social media to grow and develop a brand
- Experience of developing digital content (graphics and video) using Adobe suite (or equivalent) for a digital audience
- Knowledge of brand awareness and working with brand guidelines
- Good understanding of digital marketing across social media and digital channels
- Experience of google analytics and social media analytics
- Passionate about communicating 24-7 Prayer's vision to a global, online audience
- Able to work to deadlines and prioritise a varied and busy workload
- Experience running paid advertising campaigns across social media (desirable)
- Experience with social media management tools such as Hootsuite (or equivalent) (desirable)
- Experience of working in an international organisation and cross-culturally (desirable)
- The Postholder will be expected to maintain a living relationship with God and live consistently according to biblical principles
- Reasonable time will be given for retreat, prayer and personal spiritual development in liaison with your line