

Society of Anglican Missionaries and Senders

COMMUNICATIONS ASSISTANT Social Media and Email Marketing Focus

Position Description

The Communications Assistant will work with the Communications Coordinator and the Mission Director in inspiring the church and individuals in the USA to share the Gospel across cultures in partnership with the Anglican Church globally. The position will offer the opportunity to disciple the missionary-sending community by sharing stories witnessed of God's work around the world, primarily through social media and email marketing tools.

ESSENTIAL PURPOSES OF THE POSITION

1. **Communicate the Message**
The Communications Assistant will help the Society to communicate the vision, values, mission, and testimonial stories to senders, missionaries, and the wider Anglican Church, primarily in the USA.
2. **Develop Resources for Growing the Mission**
Through developing communications resources directly, the Communications Assistant will work alongside SAMS staff to advance the mission of the Society.
3. **Help Share the Vision**
The Communications Assistant will work together with the Communications Coordinator and the Mission Director in the articulation of the vision for SAMS.
4. **Assist in Fostering Community**
Through communication, the Communications Assistant will assist in building SAMS community among missionaries and senders.
5. **Encourage Serving**
The Communications Assistant will help encourage those serving in mission and inspire individuals in the church to pray, give, send, and go.

NATURE AND SCOPE OF THE POSITION

1. **Within the organization**
The primary relationships will be with the Mission Director and Communications Coordinator, extending toward SAMS' missionaries, senders, the board, and all the staff.
 - a. The Communications Assistant will report directly to the Communications Coordinator and secondarily to the Mission Director. There will also be a key functional relationship with the Prayer Coordinator and Executive Administrator.
 - b. Relational contact with senders and missionaries will help the Assistant to contextualize communication, in order to expand the Society's sphere of ministry within churches in the USA.
 - c. The Assistant will share in the articulation of the vision in the areas of growth the Society seeks, in particular social media and email marketing.
2. **Outside the organization**
The Communications Assistant will communicate, primarily through social media and email marketing tools, to inspire others toward sharing the love of Jesus across cultures, build relationships that help achieve the mission, and encourage generosity.

- a. The Assistant will distribute information through existing external outlets of communication.
- b. The Assistant will also help research, develop, and/or propose new tools for social media communication.

SPECIFIC RESPONSIBILITIES

The Communications Assistant will fulfill these prioritized responsibilities:

1. Communicate the Message
 - 1.1. Whereas the Communications Coordinator is primarily responsible for producing website content, the Communications Assistant will be primarily responsible for producing content which introduces that website content to constituents via social media and email marketing.
 - 1.2. Sharing stories, prayer requests, needs, and announcements of the Society using email marketing (Mail Chimp).
 - 1.3. Utilizing scheduling tools (Tailwind, Hootsuite, Facebook Business Suite) to adapt the same or similar content for sharing on social media platforms (Facebook, Instagram, and perhaps more).
 - 1.4. Tracking engagement using Google Analytics links and other data tools.
2. Develop Resources for Growing the Mission
 - 2.1. Increasing the social media presence of SAMS through frequent posting and proposing and managing paid ads.
 - 2.2. Working on team with the Communications Coordinator and the Mission Director to form, as appropriate, the Communications Plan and Calendar.
3. Help Share Vision
 - 3.1. Working with the Communications Coordinator to edit and produce copy and graphics that spread the vision of SAMS.
 - 3.2. Helping with the articulation of the vision.
4. Assist in Fostering Community
 - 4.1. Researching and implementing the use of custom audiences on social media, in order to effectively reach the Society's constituency.
 - 4.2. Working with the Communications Coordinator to understand the questions, needs and other interactions of various audiences across SAMS social media.
5. Encourage Serving
 - 5.1. Helping to shape the dynamic Communications Plan to drive digital content to potential and current missionaries as well as potential and current senders.
 - 5.2. Assisting to raise up missionaries, primarily through social media.

SPECIFIC MINISTERIAL RESPONSIBILITIES:

1. Share communications resources that encourage senders in their respective walks in the Lord Jesus Christ, especially through sharing the love of God across all cultures.
2. Commit to pray regularly for the Society and especially for the growth of God's Kingdom among "every nation, tribe, people and language" through the spreading of the gospel.
3. Pray for missionaries and senders in person and over the phone whenever the opportunity is presented.
4. Help lead prayer and worship during the staff devotions, staff retreats, trainings and debriefings, and in other contexts, as possible.
5. Provide spiritual encouragement to missionaries and senders as the Holy Spirit leads.

6. Integrated with personal faith in Jesus Christ, as Lord and Savior, represent the mission, vision, values, statement of faith and other core elements of the Society among our current and potential constituency.

BOUNDARIES

1. The Communications Assistant will be responsible for:
 - a. Operating under the authority of the Communications Coordinator and Mission Director.
 - b. Completing tasks by the publishing and other deadlines as set.
 - c. Performing all duties with integrity complying with SAMS Graphic Standards, ethical guidelines, SAMS Writing Standards, applicable laws, publishing standards, and accountability structures.
 - d. Communicating regularly with the Communications Coordinator, Mission Director and the appropriate staff to complete responsibilities.
2. The Communications Assistant will be free from the responsibility for:
 - a. Supervising staff.
 - b. Attending most staff and board functions.

WORK ENVIRONMENT

1. If the Communication Assistant's home location allows, he/she will work at the SAMS office one day per week. This will enable the assistant to interact with the staff, as well as missionaries and senders visiting the office, on a regular basis. Physical presence in the office, where communication ideas and content are generated organically, will assist in a deeper understanding of the Society's ethos. Work time beyond 4-8 hours in the office may be completed remotely.
2. Regularly scheduled meetings with the Communications Coordinator will provide structured interaction, support, and accountability.
3. Corporate prayer and hospitality of guests are features of our community.
4. Budgetary support for communication tools will be provided.
5. Opportunities may arise for professional development through conferences, courses, and networks as approved or proposed by the Mission Director.
6. The Coordinator will take initiative, create systems, and work without close supervision.
7. Personal spiritual disciplines, a church community, accountability relationships, and prayer support will be vital to help equip for, as well as to be sustained in, this ministry role.

QUALIFICATIONS

Applicants will be:

1. A Christian who through God's grace is growing in Christ-likeness.
2. Open to adapting their staff role to help meet overall mission and vision of the Society.
3. Detail oriented, well organized, and effective in prioritizing work to meet deadlines.
4. Able to comfortably handle multiple responsibilities and functions as well as routine tasks.

Applicants will have:

1. A missionary calling to disciple the missionary-sending community by sharing the stories witnessed of God's work around the world.
2. Strong communication and writing skills, including the ability to contextualize to audience, especially in tone and voice.
3. Experience with and ability to learn communications software, such as website, social media, and email marketing.
4. A bachelor's degree.
5. The willingness to sign SAMS' affirmation of service and statement of faith.
6. Understanding of Anglicanism and desire to work within the framework of Global Anglicanism.

Applicants will preferably have (but not required):

1. Cross-cultural training or experience.
2. Understanding of issues in and history of global missions.
3. Experience in communications, writing, or marketing in a non-profit environment.
4. An eye for design and layout.
5. Experience with maintaining consistency in branding/content development.
6. Skill in story-driven communications.
7. Experience in audio-visual production.
8. Knowledge of database software.
9. Intermediate to advanced technical proficiency.