



Church Engagement and Marketing Officer

Thank you for your interest in the role of Church Engagement and Marketing Officer at Church Urban Fund (CUF).

Church Urban Fund has a proud history of being good news within our low-income communities across England. We partner with churches, social action charities and different faith communities to end poverty together.

For almost 40 years, Church Urban Fund has been enabling and supporting mission and ministry amongst the lowest income communities. Over the years we have developed several programmes which have made significant grassroots impact. Despite this work, and the work of many others, levels of poverty and engrained inequality remain desperately severe, despite living in one of the wealthiest countries.

This role seeks to help shape and maximise our influence, policy and justice priority in a collaborative way. Our renewed vision to end poverty together, with an objective to speak the truth about poverty is much more than rhetoric, and this postholder will enable us to speak and write strategically, boldly and prophetically.

Our core mission is shaped by the drive to end poverty in all its forms, by developing partnerships and programmes to create a movement of love, justice and mercy. We are inspired by Jesus' ministry to be with and alongside and serve the most marginalised and vulnerable in society, and follow his teaching to love our neighbours as ourselves.

We are seeking a skilled, persuasive, energetic and enthusiastic Church Engagement and Marketing Officer to help us better understand the impact that the work that CUF has, to influence key decision makers in the important of the work of ending poverty and to tell the truth about poverty.

If you feel that this role could be for you, we would love to hear from you.

A handwritten signature in black ink that reads "Rob".

Bishop Rob Wickham
Group Chief Executive



About Us

At CUF, our mission is to tackle complex challenges like poverty and exclusion across England by mobilising people, churches, and whole communities to make a positive difference.

Through programmes like Growing Good, Places of Welcome and Positive Pathways, we aim to transform the lives of those in poverty and strengthen communities by reducing loneliness, increasing self-confidence and building stronger communities.

The CUF family currently consists of:

**TOGETHER
NETWORK**+

A network of charities, founded and convened by CUF, that promotes collaborative, local social action through network building, strengthening of relationships and the development and delivery of programmes to tackle social issues including food poverty, loneliness and homelessness. The Together Network currently has 15 core partners, and we are seeking to grow the network.

**NEAR
NEIGHBOURS**

The focus of Near Neighbours is on building bridges between people of different faith groups, cultures and backgrounds. By encouraging people to get to know each other and work together, relationships of trust – which transcend difference – are built and neighbours are empowered to improve their communities together.

**JUST
FINANCE
FOUNDATION**

The work of the Just Finance Foundation is to promote a fairer financial system that equips people to manage their money better.

A key focus is on helping primary-aged children develop a positive relationship with money and embed habits, learning and behaviours that build financial resilience into adulthood.

(Near Neighbours and Just Finance Foundation are subsidiaries of CUF)

Our vision

A future where everyone in England can access a community of support when they need it most.

Our mission

To tackle complex challenges like poverty and exclusion across England by mobilising people, churches, and whole communities to make a positive difference.

Our local approach

We understand that local people know their communities best, so we make sure local skills and knowledge are amplified and valued in everything we do. We work with and invest in local people, churches and community groups to tackle urgent issues, provide life-changing support and raise money.

Our Christian values

As a Christian organisation, we are motivated by a vision of the world as God intends it to be. We are passionate about building communities where material needs are met and everyone feels connected, valued, and loved.

Our work is guided by the following theological principles:

- We are drawn by the vision of a world as God intends it to be.
- We are driven by the biblical cry for righteousness, justice and peace.
- We are directed by Christ's example to prioritise those experiencing injustice, poverty and inequality.

Culture and values

CUF is an inclusive organisation with a diverse workforce. Our aspiration is to build a workforce that is truly representative of the communities we serve, and diversity is an asset in helping us create an inclusive, welcoming environment for all.



Church Engagement and Marketing Officer

About the role

Engaging and equipping local churches is crucial to Church Urban Fund's (CUF's) mission. Local churches play a critical role in the movement to end poverty in all its forms and are well placed to contribute to building communities where material needs are met and everyone feels connected, valued, and loved.

You will help build our position as a trusted mobiliser of local faith-based social action by supporting the development, production, evaluation and promotion of high quality, audience centric tools, resources and events that equip churches and individuals to grow in knowledge, confidence and connection, leading to an increase in social action, prayer and generosity.

This role will report to the Project Development Manager who has responsibility for church resourcing, and will work closely on specific projects with the Communications Manager.

Job Description

Location: Hybrid: Office base is in London with expectation for a minimum of one day per week in the office (The Foundry, 17 Oval Way, Vauxhall, London, SE11 5RR).

Contract: Permanent

Hours: 28 hours per week (0.8FTE)

Salary: £30,000 FTE pro rata (£24,000)

Annual Leave: 22 days + 3 discretionary days

Key objectives of the role

- Help build CUF's position and brand recognition as a significant and trusted mobiliser of church-based social action.
- Support the development of high-quality, audience centric tools and resources that equip churches and individuals to grow in knowledge, confidence and connection, as they make their communities better places to live and work.
- Maintain the resources that we already have, making sure they remain up to date and relevant.
- Use marketing and communication skills to expand the use of our resources, increasing our footprint with churches, including digital engagement via social media and websites, and media and PR support.
- Project manage events (online and in person).including the development of our programme of webinars for church activists, and project manage the delivery of these webinars.
- Work with the Fundraising team to encourage donations and ongoing charitable support from churches.
- Support the Communications Manager to ensure all comms, media and PR activities are consistent and coordinated across CUF and in line with our strategic plan.

Instigate and undertake activities in the following key areas:

■ **Resources and content:**

- Support production of digital and print publications, resources and tools ensuring the CUF group's brand and style guidelines are effectively deployed, identifying new opportunities, drafting content and liaising with content contributors.
- Obtain competitive quotes and brief external suppliers for cost effective and on-brand design and content.
- Proactively update the CUF Knowledge Bank including adding new content and regularly reviewing content for accuracy and relevance.

■ **Events management (online and in person):**

- Contribute to identifying ideas and themes for webinars.
- Project manage delivery of webinars including the registration process, liaising with contributors, webinar delivery and post-webinar admin.
- Project manage CUF's involvement at our in-person events.
- Project manage CUF's presence at external events, liaising with the Communication team on branded collateral and objectives, and representing CUF at events where appropriate.

■ **Audience development:**

- Develop, implement and monitor audience engagement with church resources and tools, and implement learning drawing on audience research and organisational strategic objectives.
- Keeping CRM records up to date and responding to enquiries.
- Administration of the new Church Resources Focus Group including setting up and sending out meeting details, taking minutes and sending out information.
- Develop engagement journeys for resource users that build their relationship with CUF.

■ **Marketing:**

- Support the development and delivery of communication plans to promote CUF fundraising products and group programme activities to church audiences;
- Support the Fundraising and Communications teams to coordinate marketing strategies and activity across all channels, including any events and campaigns.

■ **Monitoring and impact:**

- Proactively follow up churches and individuals using CUF resources and tools to generate story leads for CUF's Communications, Fundraising and Influencing, Policy & Research teams;
- Support on photographer liaison and management at site visits;
- Support ongoing impact evaluation of resources and products through monitoring

analytics, gathering feedback and supporting external evaluations;

- Regularly collect and evaluate a range of performance indicators and suggest improvements based on this data.

■ Team support:

- Responsible for administration of regular internal church engagement meetings including setting up meetings, taking minutes and following up actions;
- Help to build and maintain strong relationships across CUF to ensure everyone in the organisations can effectively understand and support church engagement activities.

General Responsibilities. Other duties as required including:

- Fully engage with department activities, team environment, and organisational culture.
- Maintaining up to date records for interactions with dioceses.
- Attend external events (possible occasional evening and weekend work).
- Support colleagues and carry out tasks to ensure the efficient running of the organisation.
- Attend professional development activities and training as approved.

Skills and experience

ESSENTIAL	DESIRABLE
<p>Good project management proficiencies, and use of planning tools. Ability to be agile to changing demands, highly organised and adept at juggling tasks to meet deadlines with a positive attitude.</p> <p>IT literacy – knowledge of Word, Excel and PowerPoint are essential.</p>	<p>Experience of UK social action and community-led development, ideally within a faith environment.</p>
<p>Experience of producing branded materials and publications from concept through to design and print, including briefing and managing external agencies.</p> <p>Proficient with design and editing software, including video (especially Canva, and Adobe suite).</p>	<p>Experience of working with freelance writers, photographers, and designers.</p>
<p>Excellent communication and collaboration skills. Ability to communicate clearly in writing and on the telephone, with the ability to relate sensitively to a range of people and liaise with colleagues across the organisation to gather content.</p>	<p>Experience of working with a range of churches from different traditions.</p>
<p>Excellent writing and copy-editing skills for a variety of channels and audiences.</p>	<p>Experience of project managing and running events (both online and in person)</p>
<p>Curiosity for analysing and interpreting data. Knowledge of evaluation tools including Google Analytics and Buffer Analytics.</p>	

<p>Knowledge of website, social media and newsletter content management and customer relationship management systems, especially Salesforce, SharePoint, MailChimp, and website updating.</p> <p>Experience of uploading content for digital communication channels including website and social media.</p>	
<p>Highly motivated, detail-oriented and confident working creatively, professionally and independently, and as part of a team.</p>	

This job description is a statement of requirements at the time of writing, and it should not be seen as precluding future changes after appointment to this role.

How to apply

For an informal conversation about this role and for more information, please contact our Deputy Chief Executive, Rev Adam Edwards adam.edwards@cuf.org.uk

To apply, please email an up-to-date CV and covering letter outlining your relevant skills and experience, relating to the listed responsibilities and person specification to:

HR Officer, Email: hr@cuf.org.uk

Closing date: 17:00 Monday 2nd March 26, with interviews to be held on 12th March 26 online.

Church Urban Fund is an equal opportunity employer and values diversity.

We believe in the power of relationships and community to change lives.

Church Urban Fund is a registered charity in England and Wales (297483). A company limited by guarantee (02138994)

Registered address: The Foundry, 17 Oval Way, London SE11 5RR.

Near Neighbours is a UK Registered Charity No. 1142426

Just Finance Foundation is a UK Registered Charity No. 117205