



JOB DESCRIPTION & PERSON SPECIFICATION

COMMUNICATIONS & DESIGN LEAD

INTRODUCTION:

Are you passionate about pursuing a world where every child and young person belongs and thrives? Do you want to work to break cycles of disadvantage, trauma and injustice? Come and join Team Pursuit.

CONTRACT TYPE:

Freelance

HOURLY RATE:

£15

ESTIMATED HOURS TO FULFIL RESPONSIBILITIES

4 hours per week

RESPONSIBLE TO:

Operations Manager

POSSIBLE LOCATIONS:

Remote working. Willing to travel to meetings in Worthing and events in the UK.

Possible opportunities to visit partner organisations in India, but not necessary to fulfil the role.



Registered Charity number: 1167084 (England & Wales)
Registered Address: Pursuit International,
79 Upton Road, Worthing, West Sussex BN13 1BY

[PURSUITINTERNATIONAL.ORG](https://pursuitinternational.org)

ROLE DESCRIPTION

KEY RESPONSIBILITIES:

WEBSITE

- Ensuring the content is up to date and the site is functioning effectively
- Ensuring that the website integrates with other platforms used by Pursuit in relation to donations, supporter journey and purchases
- Responding to messages via the Contact Us page

EMAIL

- Create and send out regular emails to supporters
- Create and send out special events, campaigns and urgent news/prayer request emails
- Monitor the effectiveness of email campaigns and produce reports accordingly
- Ensure mailings link effectively with the platforms used by Pursuit
- Responding to emails sent to the 'contact@pursuit' email address

SOCIAL MEDIA

- Create and deliver social media content and campaigns
- Monitor the effectiveness of email campaigns and produce reports accordingly

CAMPAIGNS

- Lead on Pursuit campaigns such as our annual Christmas campaign

STRATEGY

- Develop the strategy around communications
- Implement appropriate parts of the strategy and report on overall strategy effectiveness

DESIGN AND PRODUCTION

- Develop the strategy around communications
- Implement appropriate parts of the strategy and report on overall strategy effectiveness

DESIGN AND PRODUCTION

- As brand guardian, ensure branding guidelines are followed across the organisation
- Create or commission materials, resources and merchandising for Pursuit and ensure its distribution and effective use

GENERAL

- Ensure compliance with the policies and procedures of Pursuit and the requirements of relevant external bodies

PERSON SPECIFICATION

THE SUCCESSFUL FREELANCE CANDIDATE WILL STRIVE TO EMBODY OUR PURSUIT VALUES:

WE ARE RELATIONAL:

We put the needs of others before ourselves and are stronger when we work together.

WE ARE INNOVATIVE:

We will be creative in our approach, not letting the fear of making mistakes stop us from trying something new.

WE ARE DIGNIFYING AND RESPECTFUL:

Our words and actions have power. We treat everyone with dignity and respect, recognising that we all add value with equal worth.

WE HAVE INTEGRITY:

We tell the truth and are open about our motivations. We will be good stewards of what we have, strive to act ethically and take our social responsibility seriously.

WE ARE LOVING:

We will show grace and perseverance in all that we do. We believe in countless second chances and dedicate ourselves to a love that goes the extra mile.

THEY WILL PASSIONATE ABOUT:

- The deep importance of belonging; recognising the power of strong, healthy attachments
- Fighting the injustice that an estimated 1,500,000 children are growing up in residential care in India
- Seeing children and young people thrive
- Resourcing and equipping care-givers of all kinds, to ensure that the children under their care belong and thrive
- Embedding young people and their care-givers in a loving community, where the whole family can be cared for and supported.

THEY WILL BE EXCITED BY THE OPPORTUNITY TO:

- Be a part of something that makes real and lasting change in the lives of vulnerable people
- Use their skills, gifts and experience and bring to the team innovation, best practice and enthusiasm.
- Find creative solutions to address challenges
- Engender effective partnerships with our stakeholders
- Create and develop relationships and work collaboratively with others .



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PERSON SPECIFICATION

ATTRIBUTE / SKILL	ESSENTIAL	DESIRABLE
EDUCATION/ QUALIFICATIONS	<ul style="list-style-type: none">• ‘A’ Level or equivalent education or qualifications	<ul style="list-style-type: none">• Degree level education
EXPERIENCE	<ul style="list-style-type: none">• Working effectively in a small team• Working as a volunteer• Experience of fundraising and events• Delivering tasks/objectives to an agreed timeframe• Reporting on your area of work or responsibilities• Working within a budget• Working in a charity, church or Christian organisation	<ul style="list-style-type: none">• Managing volunteers• Managing staff• CRM database experience• Project team role or project management experience, with reporting and evaluation• Strategy development and/or implementation• Visited India
SKILLS/ABILITIES	<ul style="list-style-type: none">• Ability to build rapport quickly• Able to communicate passionately about Pursuit in a way that inspires others to take the next-step in their support• Good administration, planning and organisation skills to ensure tasks and opportunities are managed effectively• Good communication skills and the ability to collaborate with other roles within the team• Ability to build and maintain successful partnerships• Ability to negotiate, influence and positively contribute to the work and outcomes of the charity• Problem solving skills to overcome challenges• Able to mobilise and motivate volunteers• Proficient in Word, Excel and other IT systems such as Google drive• Ability to work autonomously Ability to self-motivate• Proficient in using design software to produce communications content• Ability to update website and provide content to social media platforms	<ul style="list-style-type: none">• Track record of delivering quality services• Good knowledge and understanding of the charity sector• Photography, video production and creative writing• Website creation
PERSONAL QUALITIES	<ul style="list-style-type: none">• Be in continual ‘pursuit’ of growing in our values: We are relational, innovative, dignifying and respectful, act with integrity and love• Teachable and willing to reflect, learn and grow in the role and team• Fully comfortable with the Christian ethos of Pursuit and its engagement with Christian organisations and supporters from churches	<ul style="list-style-type: none">• Active in Christian faith and practice, and part of a local church