



www.christianpersecution.co.uk

Job description

Marketing and social media co-ordinator (voluntary)

(5-10 hours per month)

The Lindisfarne Centre for the Study of Christian Persecution exists to help governments, international bodies, media, churches and other Christian organisations understand the persecution of Christians in Islamic contexts. We aim to not only describe what is happening, but also explain why it is happening and provide an analysis of how it is likely to spread in the next few years.

Since its formal launch in November 2022 the organisation has published

- a) 10 detailed profiles of countries where Christians face particularly severe persecution.
- b) a detailed research report on the attacks by Fulani herdsmen on churches and Christians in Nigeria which challenges the line repeatedly taken by western media that this is primarily due to climate change.
- c) a monthly article to supporters providing analysis on a recent event or issue relating to persecution of Christians.
- d) of a series of articles published in both Christian and secular media on persecution of Christians in the Islamic world and a broadcast interview with US TV network CBN.

The Lindisfarne Centre is evangelical in its staffing and ethos, but seeks to report on the persecution of all who suffer persecution because of the name of Christ.

Medium term vision (staffing)

Our business plan sets out a medium-term vision for us to move to a position where we have some part time salaried staff. However, in the meantime we rely on individuals, including the CEO, acting in a voluntary capacity.

Role of the volunteer Marketing and social media co-ordinator

The Lindisfarne Centre for the Study of Christian Persecution produces research on the global persecution of Christians in three main forms a) detailed country profiles b) occasional reports of 8-10,000 words length c) a monthly website article accompanied by a monthly email to supporters providing analysis of a current situation related to the persecution of Christians.

As much of what the Lindisfarne Centre produces needs to be quite nuanced, the role of the social media coordinator is to promote content, rather than to produce new content.

The main purpose of the Marketing social media coordinator role is, subject to the CEO and directors/trustees to take the lead on marketing and social media for the Lindisfarne Centre for the Study of Christian Persecution. In particular

- Promote Lindisfarne Research, including on Facebook, LinkedIn and Twitter
- Use social media to increase reach and grow readership and supporters.
- Promote the opportunity to give to the Lindisfarne Centre including on social media
- Monitor comments about the Lindisfarne Centre on social media
- Monitor analytics from monthly emails and social media and report to CEO/directors.
- Maintaining digital database.
- NB this is NOT a blogging role.
- Assist the directors in developing a marketing strategy.

Essential characteristics

- Committed evangelical Christian in membership of a church and seeking to live their life in accordance with the teaching of the Bible.
- Self-motivated, able to work remotely with minimal supervision within agreed parameters.
- Team player.
- Experience of marketing including using social media (Facebook, LinkedIn, Twitter etc.) to grow online communities both numerically and in engagement.
- Prayerfulness – about the work they do and future direction.
- Compliance with Data Protection Act 2018 and GDPR requirements in work practices.
- Willingness to occasionally attend quarterly directors/trustees' meetings (normally 7pm) when required.

Desirable characteristics

- Personal concern for the persecuted church
- Marketing and /or social media marketing experience working for either a Christian or secular organisation.
- Basic video and audio editing skills
- Experience of using Mailchimp or similar email platforms.
- Experience of creating a social media strategy.
- Experience of sourcing copyright usable images.

Working hours

- The actual hours are very flexible but we are looking for someone able to offer a minimum of 5-10 hours per month.
- Remote working.
- It is envisaged that there will be a short monthly line management meeting with the CEO by Zoom as well as other phone meetings as the need arises.

Informal discussions

For an informal discussion about the role – please contact Martin Parsons (CEO) info@christianpersecution.co.uk

Application process

1. Anyone interested is encouraged to arrange an informal discussion beforehand
2. Application is by CV and covering letter, including details of church attended and contact details of church leader. A church leader's reference is required.
3. A short Zoom interview with the CEO and one or more trustees,

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