



COMMS PARTNER OPPORTUNITY

We are looking to engage a 'comms partner' on a freelance basis to help us improve both our external and internal digital communications.

The information here is meant as a starting point for conversations with people interested in the role, and with partners who may be able to help us find the right person. A formal Job Description will be provided in due course.

We are looking for someone to work 4 hours per week initially, flexi-hours, with the potential for increased hours thereafter, subject to funding. We also need a front-loaded time commitment of up to 30 hours within the first month, in order to evaluate our current external and internal comms and advise as necessary.

Our aim is to start working with our partner from the beginning of September. Anyone interested in the opportunity should therefore get in touch with louise@togetherforthecommongood.co.uk by Friday 22nd July 2022.

COMMS NEEDS – OUTLINE SUMMARY

EXTERNAL

Core objectives

- Grow target audience via the **website** and **social media**
- Gain more commitment from target audience* e.g. staying on website longer, getting in touch directly or via the website, downloading resources, donating, getting involved in our programmes
- Harness social media technologies to create, sustain and build engagement with and between our partners and programme participants, and thereby grow and nurture the T4CG family

* Target audience = church leaders, church goers, common good partners, community workers, potential donors, potential volunteers, other alliances and networks

Website

- SEO advice (captivating headlines, keywords, internal links, meta descriptions, alt tags etc.)
- Copywriting and keyword research training
- Google analytics:
 - a) Advise on how best to interpret the data to improve performance
 - b) Report regularly on traffic, highlighting which pages are doing well
 - c) Use SEO metrics to inform promotional and content strategies

Social Media (currently using Twitter, Instagram, LinkedIn and YouTube)

- Provide initial strategic advice, including which social media platforms to focus on and best practice to maximise positive reach and engagement (whilst minimising unhelpful or negative engagement)
- Repurpose existing content to suit different platforms, audiences and dissemination methods/frequency using news, stories and leading thinkers' posts on website (this content is published every two months in a newsletter)
- Post this content to agreed platforms on a regular basis
- Monitor and report on engagement/following across all used platforms

Platform Advice

- **LinkedIn** - how best to use LinkedIn. Close down T4CG company page if not needed?
- **YouTube** - how best to develop our use of Youtube (keeping quality consistent with brand)
- **Facebook** - whether to be on Facebook. If so for what purpose, and how will an account be managed and monitored
- What other platforms could be harnessed to lead target audience back to the T4CG website?

INTERNAL

- Advise on ways to streamline internal comms systems (e-mail, calendar, contact database etc)
- Ensure data privacy, security, systems and data back-up are robust and effective

WHAT WE ARE LOOKING FOR IN A COMMS PARTNER

- Passionate about the T4CG vision
- A practising Christian
- Able to work effectively both solo and as part of a team
- Excellent digital comms skills
- Extensive knowledge of social media
- Experience managing social media accounts
- Knowledge & experience of SEO and google analytics
- Proficient with Apple & Microsoft e-mail applications and office software

ABOUT T4CG

- Together for the Common Good is dedicated to the renewal of our spiritual and civic life.
- Our vision of human flourishing has God's people at its heart, embodying love in a desecrated world, bringing estranged people together and ensuring no-one is left behind.
- We address a corrosive culture of individualism, mistrust and division by offering training and resources in common good thinking and practice, enabling people to foster covenantal relationships and restore a sense of place and belonging.
- We provide bespoke programmes for churches and schools, offer coaching for church leaders, build strategic partnerships and hold public conversations.

www.togetherforthecommongood.co.uk

30 June 2022