



Job Description & Person Specification

Digital Lead



‘The fruitfulness that changes lives and nations ripens in the valley of everyday, Monday to Saturday, ordinary living.’

Mark Greene, LICC Mission Champion

About LICC

LICC was established by John Stott in 1982 to help Christians integrate the gospel in all of life and impact the wider culture – for good.

Core to this vision is a commitment to whole-life discipleship: the idea that God is interested in every aspect of our lives and that disciples of Jesus are called to follow him Monday through to Sunday, whoever and wherever they are.

LICC is inspiring more people than ever with the whole-life discipleship vision, and equipping them with the tools necessary for the task of living out their calling – as a parent or teacher, a young person seeking work in the aftermath of a global pandemic, a plumber on the day’s fourth call, an accountant running the numbers, a retired person volunteering with their local wildlife trust – as we all grapple with the big issues of our times, such as the climate crisis, human identity, and the fragmentation of our society.

Our passion is to see a movement of Christians raised up, compellingly living out a whole-life gospel in their engagement with their everyday frontlines and culture. We see ourselves as catalysts in this movement, igniting imagination and leading thought and practice in contemporary whole-life discipling.

We seek to do so through our insights, research, teaching, consultancy, speaking, writing, resources, story-telling, and creative communications. We’re committed to doing so collaboratively, through our many partnerships with people, networks, denominations, and churches across the UK and beyond.

Our priorities are to fuel a sustainable whole-life discipling culture in the church and to develop and disseminate wisdom for Christians to live fruitfully on their everyday frontlines. This communications role is key as we seek to serve well all those who engage with us.

Digital Lead

Role Description

Responsible to: Head of Communications

Responsible for: This role exists to develop, execute, and evolve excellent digital strategy, enabling seamless user experiences and effective content delivery. In doing so, it supports the wider pursuit of LICC’s goal to see every Christian in the UK equipped to live as a whole-life disciple of Jesus.

Purpose

This is a crucial role within the Communications Team, responsible for leading the evolution and operation of LICC’s user-facing digital platforms, so that we can effectively communicate our message, ultimately envisioning Christians to live as disciples of Jesus in all of life.

It’s an exciting time for LICC, as we focus on delivering our new strategy to reach a million UK Christians with the vision of whole-life discipleship in the next five years. We will expand our reach (with a strategic focus on 18- to 35-year-olds) including through work equipping local churches to grow whole-life disciples.

In a digital-first world, our digital presence is central to achieving this ambitious goal. Our digital channels are often the primary way people engage with us – getting inspired by our vision, discovering training that will help them explore more deeply, and accessing resources that help them grow as whole-life disciples. Not to mention becoming advocates for whole-life discipleship themselves.

We’re looking for someone with the experience, enthusiasm, and innovative spirit to help us capitalise on that opportunity – developing, maintaining, and continuously evolving excellent digital offerings and experiences across our user-facing platforms in order to realise our goal.

In this role, you’ll be responsible for ensuring LICC is at the cutting edge of digital delivery, making sure our audience can intuitively access and engage with the right content in the right way at the right time, and track with us seamlessly across all our channels. You’ll also work closely with our web development agency and provide technical advice and support to the wider LICC team on user-facing activities including digital events.

You’ll be passionate about digital technology, excited by LICC’s whole-life vision, and keen to help us develop and execute a best-in-class digital strategy – for the good of the mission and the wider UK church.

Key responsibilities

1. Lead LICC in the planning, development, and execution of new digital strategy and development projects, supporting the effective delivery of the wider communications strategy and enabling LICC to optimise impact online
2. Lead the ongoing evolution of LICC's website, developing the next phase of our online presence, together with the Head of Comms and our web development agency:
 - Manage web development projects from briefing through to delivery and testing
3. Act as day-to-day webmaster:
 - Ensure smooth operation of the website and web content via our CMS, acting as internal point of contact for existing web content and technical issues
 - Manage content upload, quality checks, and scheduling, including through coordinating staff from the wider LICC team
 - Hold the relationship with our web agency and manage the resolution of technical issues with them as required
 - Maintain our ecommerce platform in liaison with the Operations Team
 - Lead LICC in SEO best practice and effectively use our Google Ads grant to increase search awareness and traffic to key resources and events
4. Oversee delivery and development of LICC's email strategy:
 - Oversee build, design, and scheduling of all Comms-owned emails, providing quality control and solving technical issues
 - Manage our email lists and segmentation
 - Lead the ongoing optimisation of our email templates in partnership with external agencies and the Creative Team
 - Respond to constituent queries and technical issues in a timely manner
5. Manage LICC's portfolio of user-facing digital platforms, including our apps, video systems, events systems, webshop, social media, and donation system:
 - Advise on the optimal delivery mechanism for new releases and media
 - Manage website integrations with our ecommerce platform, CRM, CMS, digital payment processor, and website
 - Oversee maintenance of apps
 - Oversee digital events delivery
 - With the social media team, contribute to development and innovation to optimise impact of social channels
6. Work with the Impact & Insights Lead to analyse and report digital metrics, implementing strategies to improve performance based on findings

Structure

This role sits within the Communications Team and is crucial to the development and execution of LICC's communications strategy. Whilst the role interacts with and oversees some staff, freelancers, and agencies, there are no direct reports to the role at present.

Qualities, experience, and skills

We're looking for a people person with the ability to work well as part of a small, close-knit team, and interact productively with internal stakeholders to deliver projects to a high standard.

You'll be a highly organised self-starter who enjoys taking the initiative to figure out the best way forward on a given project, finds joy in problem solving, and can effectively prioritise workload. You'll bring a whole host of ideas and energy, alongside an appetite to get things done.

You are responsive to constraints and contributions, an agile worker, and an avid learner. And you'll have a strong interest in new digital technology and a keenness to keep up with the latest software, platforms, and devices.

It goes without saying that you must be engaged by and committed to LICC's mission and values, able to translate them into every aspect of LICC's work and operate in a way that releases creativity and excellence in those with whom you work.

Essential skills and experience:

- Experience in a digital role, including oversight of web and email strategy
- Clear understanding of how digital platforms contribute to an organisation's communications strategy, and excitement and vision to see them work smarter and harder
- A working knowledge of Content Management Systems (preferably WordPress)
- Experience working in email marketing systems (preferably Mailchimp)
- Good understanding of user experience and user journeys, especially as they inform the design of digital flows
- Working knowledge of best practice SEO procedures
- An excellent eye for detail and ability to act as quality control over webpages, emails, and other digital releases
- Excellent team-working and influencing skills

Desirable skills and experience:

- Experience using Adobe Creative Suite software
- Experience deriving actionable insights from web and digital data
- Experience creating email automation flows
- Experience in project management
- Experience managing an ecommerce platform
- Ability to work with HTML and CSS
- A degree in a related field
- Experience in people management

Terms and conditions

This is a full-time, permanent post, based in London (flexible working options are available) with a salary in the range £32,000–£36,000 p.a., depending on experience. There are 25 days' holiday p.a. with statutory holidays in addition. Three further days' holiday are given between Christmas and New Year.

LICC offers a contributory company pension scheme, life assurance cover, and an interest-free loan for the purchase of an annual travel season ticket within London. This post is subject to an occupational requirement that the post holder is a committed Christian under Part 1 of Schedule 9 to the Equality Act 2010. You will be expected to be available for occasional evening events. A 'time off in lieu' arrangement is in place.

How to apply

To apply for the role please email the following to Nigel Hall, Operations Director (nigel.hall@licc.org.uk), by **midday on Monday 18 July 2022**:

- A full CV (including links to any relevant digital projects you've worked on)
- Covering letter outlining your motivation and relevant experience for the role
- Details of three referees – one personal, one professional, and one from your church pastor/minister. References will only be sought should you be offered the role.

If you have any questions about the role or about LICC don't hesitate to get in touch with Nigel by email (nigel.hall@licc.org.uk) or phone (020 7399 9575).

Applications close at midday on 18 July 2022.

First interviews will be held on 25 and 26 July 2022 and second interviews on 1 August 2022.