

JOB DESCRIPTION

JOB TITLE	Partnership and Engagement Coordinator
DEPARTMENT	Marketing and Publicity
REPORTS TO	Head of Business
LENGTH	3 Years

JOB PURPOSE

Working directly with the Digital Storyteller and Communications Coordinator, this position will help to develop engagement with Lee Abbey partners, alumni and potential / future partnerships. The role will focus on creating, sustaining and developing strategic partnerships. It will also include reputation management and public relations. The individual will provide the necessary skills to engage with our partners in an enthusiastic and creative way, and be an excellent networker in order to manage and grow our partnerships.

Although the role of Partnership and Engagement Coordinator will be your main responsibility, you will also take an active role in the worship, creative and serving aspects of our life in community and welcoming guests to Lee Abbey.

PRINCIPAL RESPONSIBILITIES

- To harness and integrate existing connections with Lee Abbey alumni networks for example, past community members.
- Develop a two-way dynamic of support and engagement with curated strategic missional links and regular alumni network through personal contact and mailings.
- To create, maintain and develop interest in the Lee Abbey ministry to existing and potential partnerships through periodic mailing / communications, to encourage and invite people to offer prayer and financial support including legacies.
- Create and grow new strategic missional partnerships.
- Sustain and develop existing partnerships through regular contact using coordinated social media posts (working with the Digital Storyteller and Communications Coordinator), selected advertising and events.
- Protect, broaden and enhance Lee Abbey's profile and reputation within the UK Church and abroad.
- To help develop and implement the marketing communications strategy for Lee Abbey Devon and product related activity. To write and produce engaging email newsletters.

QUALIFICATIONS & EXPERIENCE

- Proven track record in marketing and communications with a particular skill set in networking, managing and engaging with partners and key stakeholders.

SKILLS, KNOWLEDGE & ABILITY

- Strong communicator who is good at networking with individuals and organisations outside of Lee Abbey.
- Ability to engage and connect with a range of networks and build a strong rapport.
- The ability of partnership management through marketing, promotion and public relations.
- Proven ability to create engaging content and copy.
- Good interpersonal skills and a team player who is able to think strategically.
- Proven ability to develop and implement multi-faceted marketing campaigns from focused strategies.

SPECIAL FEATURES

- Flexibility, creativity, initiative, self-motivation and enthusiasm.
- Ability to build strong networks.
- Motivation to 'sell' and ability to enthuse others.
- Ability to write creatively and in an effective promotional way. Excellent verbal and written communication skills.
- Computer literacy – Internet, Word, Excel, Email, Database. Knowledge of Adobe Creative Suite and experience of Web design (including XHTML, CSS, PHP and MySQL) would be desirable.
- 1-2 years of Marketing / Publicity experience and networking.

PERSONAL ATTRIBUTES

A person who has a community calling and understands the core Christian values of being part of the fellowship of Lee Abbey. Has a warm and engaging manner. Be able to write engaging copy, use modern design software, and manage your tasks with a certain amount of independence. Motivated by the desire to see a plan succeed and team players grow and develop out of the collective success.

The position is residential with appropriate allowance, accommodation and full board provided.

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Experience in partnership management and networking • Previous experience in developing and implementing multi-faceted marketing campaigns • Good at networking with individuals and organisations • Experience of writing engaging copy • Computer literate – Internet, Word, Excel, Email, Database 	<ul style="list-style-type: none"> • In-depth knowledge of Adobe suite products • An understanding of IT systems relative to business needs • Knowledge of Adobe Creative Suite and experience of Web design (including XHTML, CSS, PHP and MySQL) would be desirable
<ul style="list-style-type: none"> • Christian • Community calling • Understanding and respect for the fellowship's core values • Forward-planner and thinker • Decisive • Ability to warmly engage and care for others • Drive to make things happen – a goal and target setter • A completer finisher • Very business focused, whilst sensitive to ministry objectives • Good manager of people • Good people skills • Motivator and enabler • Good team player 	<ul style="list-style-type: none"> • Experience of hospitality • Experience of working with those from difference cultures and backgrounds • Website development involvement • Sales and marketing exposure or experience