Keswick Ministries
Head of Communications

Candidate Pack
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Keswick
Ministries

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1 Introduction



Note from the CEO

Keswick Ministries exists to refresh God's people with joy in Christ Jesus. At the heart of that is the Keswick Convention — a gathering that has shaped British evangelical life for 151 years. This continues to grow and stretch the capacity of the site. But our ministry doesn't stop in August. We are growing our year-round teaching and training programme and the completion of the Pencil Factory gives us a base from which to do that. We also host like-minded ministries, and have an increasing commercial income stream from lettings.

As we pursue our vision to serve the church, we need and love to communicate with our supporters. We want to serve them with excellence and deepen our partnership with them. We want to feed them throughout the year and refresh them with joy in Christ Jesus.

And as we invest in them, we want to give them opportunities to support this ministry in prayer and through giving. We only exist because of the generosity of our supporters, and leading our communications is the way we build our wider support base and deepen our partnerships.

If you are passionate about what you do, glad to design and deliver content that communicates across all personality types and channels, we'd love to hear from you, and join with you in discerning God's direction for this role.



Mark Ellis
Chief Executive Officer

2
About us



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2
About Us

Introduction

Keswick Ministries, a Christian organisation based in the heart of the Lake District, exists to refresh God's people with joy in Christ Jesus. Since 1875, Christian believers have gathered in Keswick for an annual Convention where they can Hear God's Word, Become like God's Son, and Serve God's Mission. This summer, we welcomed around 10,000 adults and 3,000 children and youth to the event.

The Convention is beloved by Christians across the UK and far beyond, with associated events taking place around the world. It is known for its rich and faithful bible teaching and Christian fellowship in the heart of a beautiful national park. It is completely free to attend, making it as accessible as possible to all.

Keswick Ministries is growing: the Convention is becoming increasingly popular for children and young people, and with the acquisition of a fantastic large site in the heart of Keswick we are developing our year-round ministry to serve and bless the church.

In addition to the flagship Convention, we also produce resources, both printed and digital, that point to Christ and help with daily discipleship. We have year-round ministry events to feed God's people. We are also a catalyst for the Keswick Fellowship, a fellowship of Bible Conventions in the UK and around the world that originate or draw their inspiration from the Keswick Convention.

By God's grace, we now have a broad campus of buildings and properties that we use for events throughout the year, both for ministry and commercial use. This is building fast, with bookings from many industry sectors, and a range of event types from concerts to conferences, exhibitions to expos. The finance team support both the ministry and commercial activities of the organisation in this exciting period of growth.



2 About Us

Our story

It begins in 1875 with the first Convention, held on the vicarage lawn of St. John's Church in Keswick, in England's Lake District. Since 1875, the Convention has brought Christians together from across denominations under the banner: 'All one in Christ Jesus' (Gal 3:28). They have seen their lives transformed as they sat under God's Word, and they have gone out to love and live for Christ across the UK and the world.

Keswick Convention

The Convention attracts around 10,000 adults and over 3,000 children and youth from the UK and around the world to Keswick every summer. It provides Bible teaching for all ages, vibrant worship, a sense of unity across generations and denominations, and an inspirational call to serve Christ in the world. It caters for children of all ages and has a strong youth and young adult programme. And it all takes place in the beautiful Lake District – a perfect setting for rest, recreation and refreshment.

Keswick Fellowship

For over 140 years the work of Keswick has impacted churches worldwide, not just through individuals being changed but through Bible Conventions that originate or draw their inspiration from the Keswick Convention. Today, there is network of events that share Keswick Ministries' priorities across the UK and in many parts of Europe, Asia, North America, Australia, Africa and the Caribbean. Keswick Ministries is committed to strengthen the network in the UK and beyond, through prayer, news and cooperative activity.

Keswick Teaching and Training

Keswick Ministries is developing a range of inspiring, equipping, Bible-centred teaching and training that focuses on 'whole of life' discipleship. This builds on the same concern that started the Convention, that all Christians live godly lives in the power of the Spirit in all spheres of life in God's world. Some of the events focus on equipping. They are smaller and more intensive. Others focus on inspiring. Some are for pastors, others for those in other forms of church leadership, while others are for any Christian. All courses aim to see participants return home refreshed to serve.

Keswick Resources

Keswick Ministries livestreams the Convention every year, and provides a broad range of free digital resources to refresh believers all year-round.

2 About Us

Mission | Refreshing God's People with Joy in Christ Jesus

Keswick Ministries exists to refresh the church with joy in Christ Jesus. Through our annual summer Convention, our year-round events and free resources, we gather people around God's word so we can become more like Jesus and enjoy living for him – wherever we are, and whatever we're doing.

Values

All we do is characterised by...

1. **Delight in God's word:**
We come to God's word with a sense of wonder and anticipation, knowing that we see Christ most clearly in it. We crave Bible teaching which goes through the heart and draws us to him.

2. **Generous unity in Christ:**
We are as narrow as the gospel demands, and as generous as the gospel compels us to be, knowing that Christian believers are "All one in Christ Jesus." We treasure unity in our diversity, always speaking well of each other.

3. **Humble dependence in prayer:**
We rejoice in our frailty and finiteness, unashamed to be completely dependent on God in prayer. We desire his glory above all things, and choose to enjoy the truth that he is in control as we bring our needs to him.

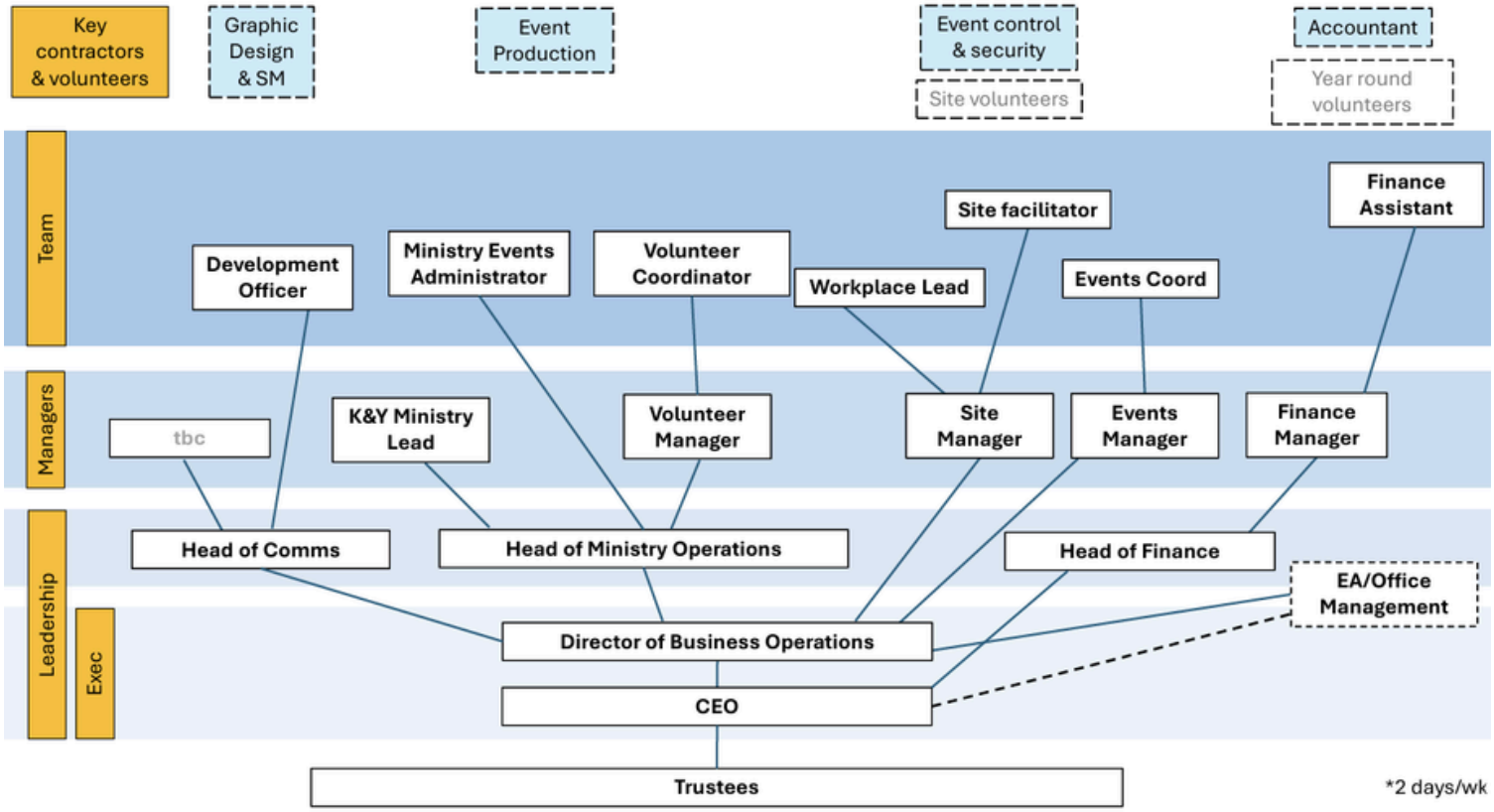
4. **Passion for mission:**
We have hearts that overflow with joy in Jesus and, compelled by his love, long to share the goodness of the gospel. We want to inspire people of all generations to share the grace of Jesus Christ with people who have never heard of him.

5. **Joyful engagement with God's world:**
We value creativity and beauty as part of our calling as human beings, made in the image of God. We seek to value and transform homes, workplaces, culture and creation, living for God's glory in our ordinary everyday lives.

6. **Rooted in the local church:**
We celebrate the local church as the primary place for lifelong discipleship, and the beautiful bride for whom Christ died. We long to serve the local church, so that God's people flourish in local fellowships across the UK and beyond.

2
About Us

Organisation Structure



Working at Keswick Ministries with other people who truly love Jesus is such a privilege and a joy! The daily devotions, times of prayer and staff fellowship are all wonderful parts of working at KM, along with the joy of being part of a worldwide mission, that reaches far beyond Keswick.

Libby (Volunteers Coordinator)

3 Job description



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Job description

Role details

Role title	Head of Communications
Contract	Permanent
Hours	Full time 37.5 hours per week, with commitment to the Convention period including some weekend working
Reporting to	Director of Business Ops
Direct reports	Currently Development Officer, and oversight of key suppliers and design agency. We are looking for the Head of Communications to help develop this team.
Location	Keswick with hybrid working (Tuesday, Wednesday and Thursday on site).
Salary	£52,000 - £55,000 pa dependent on experience
DBS	Required
Relocation allowance	A relocation package is available
Occupational requirement	This post carries an occupational requirement for the postholder to be a practising evangelical Christian, in accordance with the Equality Act 2010.
Pension	10% employer contribution and Salary Sacrifice option.
Holiday	25 days plus bank/public holidays. In addition, the Keswick Ministries office is closed for four days between Christmas and New Year in recognition of the additional hours worked during Convention.

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Job description

Purpose of the role

To create and deliver a strategy for communications that drives fundraising, marketing and PR.

Main responsibilities

Leadership

1. Identify opportunities, develop strategy, and deliver communications that will best enable KM's kingdom purposes and vision, and which drive fundraising and marketing initiatives
2. Member of Leadership Team, helping shape the culture and deliver the vision of KM
3. Recruit, manage, and develop a team: including Fundraising Lead and Comms staffing
4. Manage and develop key suppliers: Something More Creative, Amperative, and Christian360
5. Control budget

Communications

1. Create a comms strategy across all media that best feeds and delights supporters
2. Extend and multiply the impact and depth of KM's resources across the UK Church
3. Curate and champion the KM brand and values, ensuring instinctive familiarity across all media and the physical site at Keswick
4. Ensure KM becomes the natural first-choice destination for digital resources that are known to be dependable, generous, gospel-centred, and applied to all of life
5. Through the oversight of the Comms team:
    a. Manage and develop all media, including but not limited to: books/publishing initiatives, website, app(s), social media, mailchimp...
    b. Supply comms resources (such as signage, booklets, campaigns) that best support the Convention and year-round Ministry Events
    c. Ensure coherence of the Pencil Factory & KM brands and comms that enable the Business Operations to flourish
    d. Manage and develop supporter data

3

Job description

Fundraising

1. To seek, in prayerful dependence on our generous God, to see regular support and project-related finance grow year-on-year
2. To develop a coherent strategy for fundraising that encompasses first-time Conventioners through to long-term supporters, fostering in them a passion to invest in our vision, including but not limited to:
    a. Develop a strategy to steward relationships with major donors, with CEO and Trustees as required
    b. Proactively develop grant income streams
    c. Create and implement a legacy strategy

Marketing

1. Create and deliver a marketing strategy that greatly broadens the awareness and recognition of KM across the UK Christian public
2. Develop and deliver a marketing strategy for The Pencil Factory brand and commercial opportunities with Director of Business Operations as required

PR

1. Proactive: tell stories of Keswick Ministries/Pencil Factory in:
    a. Local media: PR particularly of the PF conference facilities into local Keswick/Cumbria media such that the townspeople are proud of our contribution to their community
    b. Christian media: broaden the awareness of KM vision, values and impact
2. Reactive: manage relationship with Christian press and support the Director of Business Operations with reputational issues and relationships within the town

4
Person specification



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4 Person specification

Faith & character

- An evangelical Christian who is growing in the fruit of the Spirit.
- Servant-hearted, people-driven and passionate about enabling others to flourish.
- Highly-organised, logical and pragmatic.
- A resilient, self-motivated and creative problem-solver with a can-do attitude.

Experience

- Experience in a senior communications, marketing, PR or brand leadership role.
- Developing and delivering communications and marketing strategies that support organisational objectives and growth.
- Leading, managing and developing staff, volunteers or external partners.
- Managing organisational brands and ensuring consistency of message across a range of channels.
- Developing and delivering digital communications, including websites, email marketing and social media.
- Experience of supporter engagement, fundraising communications or donor development (desirable).
- Managing media relations and protecting organisational reputation (desirable).
- Experience within a Christian ministry, church, charity or values-led organisation (desirable).
- Experience of major donor fundraising, trusts and foundations fundraising or legacy giving (desirable).

Skills & knowledge

- Excellent written and verbal communication skills.
- Strong strategic communications and marketing planning ability.
- Ability to develop compelling messages for a range of audiences and platforms.
- Ability to analyse communications performance and supporter engagement data.
- Understanding of fundraising communications and supporter journeys.

4 Person specification

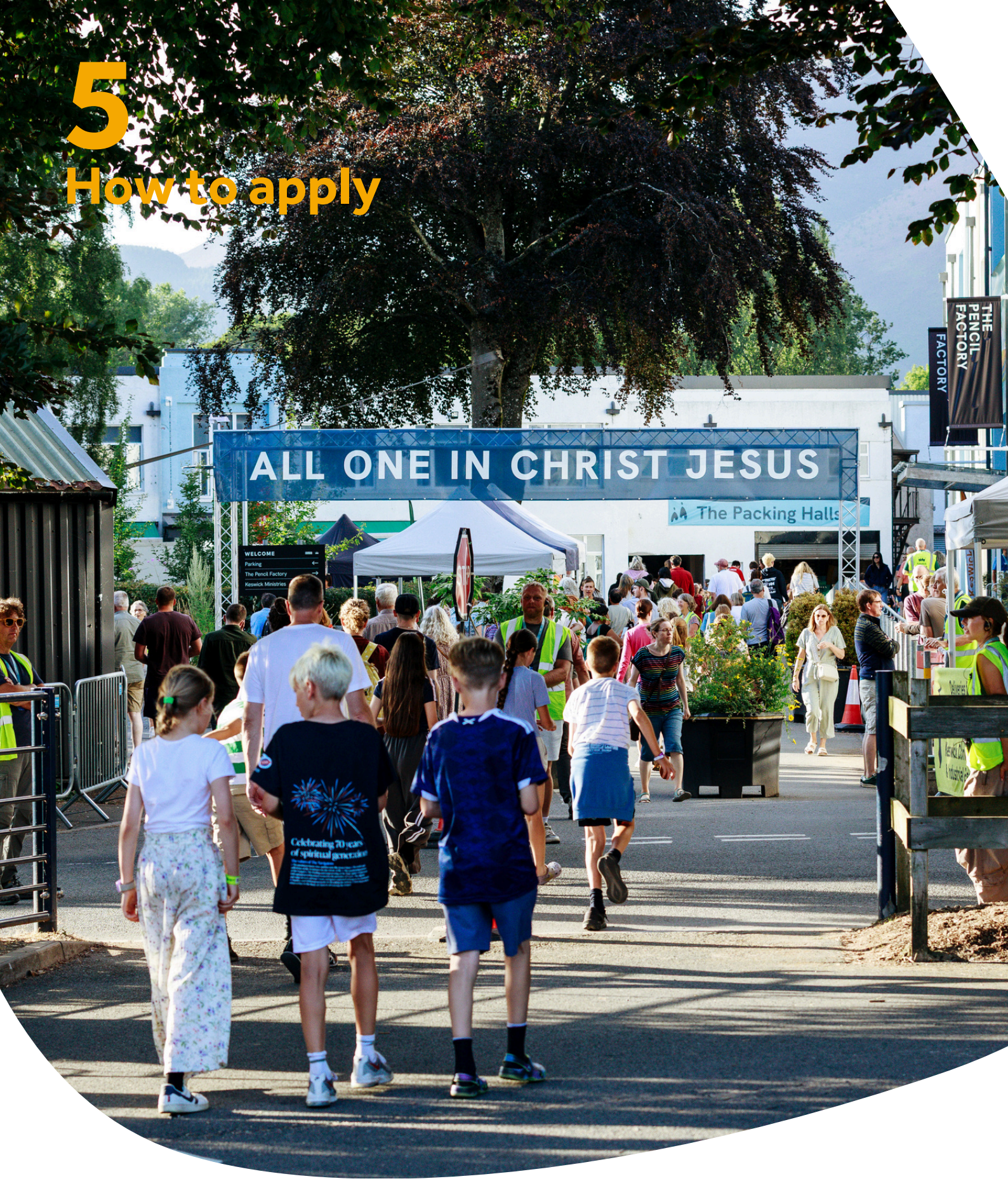
Motivation

- Captured by the vision of Keswick Ministries and passionate about seeing its offering endure to the glory of God.
- Energised by enabling others to deliver their best work.
- Motivated by grace to deliver excellence.
- Affinity with the Keswick Convention and its history (desirable).

Keswick Ministries are open to providing training in fundraising to the right candidate.

> *It's great to part of a team that is thriving and growing, and part of something that has been going for 151 years to serve the church, and looking ahead to the next years. We work in a beautiful place, and love to put on a convention that has such significance in the lives and generations of so many people.*
>
> **Emma (Head of Ministry Operations)**

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How to apply



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5 How to apply

Keswick Ministries is partnering with Charisma Charity Recruitment.

Applications should be submitted through the Charisma website and include:

- A comprehensive CV
- A supporting statement, explaining how you believe you match the requirements of the role, including the genuine occupational requirement to be a practicing Christian. Please also describe any potential conflicts of interest.

For an informal and confidential discussion about the role, please contact Nick Thomas, Senior Consultant, Charisma Charity Recruitment on 01962 813300 or info@charismarecruitment.co.uk.

We welcome and encourage applications from people of all backgrounds. We do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion*, sexual orientation, age, veteran status or other category protected by law.

**Due to the nature of the work, there is an Occupational Requirement that the post holder is a practicing Christian under the Equality Act 2010, Part 1, Schedule 9. Employees are required to agree to Keswick Ministries statement of beliefs and values.*

Closing date: Thursday 26th November

Charisma vetting interviews must be completed by Tuesday 1st December

Interviews in person with Keswick Ministries: w/c Monday 7th December



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