

JOB DESCRIPTION (AND PERSON SPEC)

JOB TITLE:	Senior Communications Manager
DEPARTMENT:	Communications
JOB TYPE:	Permanent
	Full time – 35 hours per week
LOCATION:	Office based in Coventry
DATE ISSUED:	June 2026

1 MAIN PURPOSE OF JOB

To lead an effective communications department for Samaritan's Purse International (SPI) and the Billy Graham Evangelistic Association (BGEA), with input and direction from International Headquarters (IHQ). The department will communicate through multiple channels, including digital, to ensure maximum exposure for the ministry. Communications will be creative, timely, of high quality, and aligned to the values and mission of the ministry, thereby growing overall support (prayer, volunteer and financial).

2 POSITION IN ORGANISATION

- Reports to UK Managing Director and designated IHQ officer
- Collaborates closely with multiple departments across SPI & BGEA in the UK, in conjunction with direct technical and strategic oversight from IHQ
- Direct reports are Marketing Team Lead, Communications Coordinator, Creative Artworker and Digital Marketing Coordinator.

3 PRINCIPAL RESPONSIBILITIES

Leadership & Alignment

- Provide servant hearted senior leadership on communications, crisis management, and brand governance for SPI and its programme areas, including Operation Christmas Child (OCC) and the BGEA
- Working closely with IHQ to continually execute the comprehensive communications strategy and campaign planning developed between IHQ and SPI that aligns with the mission, values, and goals of the organisation. Ensure that UK cultural nuances are fully communicated to IHQ and reflected in public-facing output.
- Working with IHQ, take steps to maximise the relevant digital footprint of SPI and, through this, increased monetisation of the output (including increasing Build a Shoebox Online)
- Build a team that is agile and has the capability to react to emerging disasters and emergencies which present ministry opportunities, often at very short notice
- Anticipate reputational risks and prepare strategic responses in collaboration with IHQ communications and media leads.

As Job Descriptions are for guidance and evolve over time, Samaritan's Purse International will review, amend, and update the Job Description, from time to time in consultation with the post holder.

Content & Messaging

- Oversee the creation of compelling content (written, visual, and digital) that communicates impact stories and ministry updates for SPI and BGEA, providing hands-on support where needed
- Lead the communications team in producing high-quality communications materials, including newsletters, videos, annual reports, appeals, and donor communications and adaptation of materials produced by IHQ to ensure suitability for the UK audience
- Ensure consistent messaging and tone across all communications channels.

External Communications & Media Relations

- Lead, manage, and approve external communications for field teams, e.g. donor ministries and OCC regional managers, including presentations, promotional materials, and other resources
- Manage the content of the SPI website and relationship with the web agency
- General oversight to the BGEA website
- Serve as a lead spokesperson for SPI
- Cultivate relationships with UK media to increase awareness of the organisation's work, including routing media opportunities and enquiries to the relevant IHQ media leads
- Oversee media for major events, disaster relief responses, and press briefings, ensuring full alignment and coordination with IHQ media teams
- Respond to complaints and queries which are ministry related.

Internal Communications & Collaboration

- Ensure internal communications are clear, consistent, and mission-aligned, including collaboration with HR and other senior leadership to foster an informed and engaged organisational culture
- Report to senior management and other team meetings as required.

Fundraising, Donor Engagement & Communication Strategic Partnerships

- Collaborate closely with IHQ to support SPI and BGEA fundraising and donor engagement initiatives through strategic communications, including compelling storytelling, new name acquisition, direct mail campaigns, and digital marketing efforts
- Support the donor ministries department in the development and relationship management of new and existing strategic partnerships
- Speak at churches and conferences, as needed
- Oversight and preparation of outward facing messages.

Team Leadership & Development

- Lead and develop a high-performing communications team, fostering a culture of excellence, accountability, and Gospel-driven purpose
- Act as hiring manager for the communications department, take overall responsibility for the on the job training, and mentorship of communications staff and overall general management of the department.

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4 OTHER DUTIES

- Such other duties as your line manager may reasonably require
- Some weekend and evening meetings/presentations will be required
- Attends, participates and sometimes leads daily morning devotions and provides prayer support for the ministry, donors and volunteers.

5 OCCUPATIONAL REQUIREMENT

- In accordance with the Equality Act of 2010 and due to both the nature and context of the role there is an 'occupational requirement' for the post holder to be an evangelical Christian. The job holder should be committed to the purpose of SPI and be able to demonstrate enthusiasm for the Christian purposes of the organisation and be able to live out, hold to, support and contribute to its Christian ethos.

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PERSON SPECIFICATION

JOB TITLE: Senior Communications Manager

QUALIFICATIONS	ESSENTIAL	DESIRABLE
Education	Degree in relevant subject	

EXPERIENCE	ESSENTIAL	DESIRABLE
Relevant and demonstrable experience	<ul style="list-style-type: none"> At least 3 - 5 years of proven senior management of people and projects in the workplace within a communications department Demonstrate experience in digital marketing, copywriting and team management. 	

SKILLS	ESSENTIAL	DESIRABLE
Leadership and Interpersonal	<ul style="list-style-type: none"> Excellent leadership and influencing skills with a wide variety and diversity of people Able to provide team with clear direction and motivation, and appropriately delegate work and develop team Builds wide and effective networks of contacts inside and outside the organisation; relating well to people at all levels Digital marketing skills and ability to monetise digital output Ability to produce written content for use across all channels Able to lead spiritually. 	<ul style="list-style-type: none"> Experience of working with diverse cultures Ability to give team members opportunity to grow their skills.
Project Management	<ul style="list-style-type: none"> Excellent planning and project management skills to conduct or coordinate research, analysis, and proposals, and implement agreed outcomes in a timely way Agility to pivot to meet emerging disaster or emergency situations that present clear ministry opportunities. 	
Communication	<ul style="list-style-type: none"> Excellent verbal communication skills. Able to express oneself clearly in conversations and with internal and external contacts Excellent written communication and public presentation skills. 	<ul style="list-style-type: none"> Previous public speaking engagement.
Literacy & numeracy	<ul style="list-style-type: none"> Ability to manage the agreed annual budget and provide meaningful input into the annual budget process Understanding of web data analytics 	<ul style="list-style-type: none"> Understands ROI on comms spend.

Organisational	<ul style="list-style-type: none"> Plans activities and projects well in advance and takes account of possible changing circumstances, but at the same time being able to respond quickly to the unexpected (eg disasters) Sets high standards for quality and quantity. Ensures that the relationship with IHQ is smooth, valued and fruitful. 	
IT Skills	<ul style="list-style-type: none"> Confident with all relevant Microsoft Office packages e.g. Word, Excel, Outlook, PowerPoint, with comfort in word processing, creating reports, handling queries and basic data manipulation in Excel Understanding of the digital marketplace and effective use of tools therein. 	<ul style="list-style-type: none"> Experience of project management software like Podio

ATTRIBUTES	ESSENTIAL	DESIRABLE
Commitment to purpose of organisation	<ul style="list-style-type: none"> Can demonstrate enthusiasm for the Christian purposes of the organisation Understands and lives out the five values of the organisation Able to support and promote the organisation's Christian ethos. 	<ul style="list-style-type: none"> Gifted in spiritual leadership; able to discern God's leading, confidently understand and explain the Bible and mobilise others to pray.
Occupational requirement to be a committed Christian	<ul style="list-style-type: none"> Demonstrates a personal Christian faith Seeks to commit matters to prayer. 	
Work approach	<ul style="list-style-type: none"> Works productively in a high-pressure environment Maintains a positive outlook Uses initiative and proactively identifies what needs to be done Handles feedback and criticism well and learns from it Maintains a strong Christian witness to colleagues, volunteers, suppliers, donors and the general public. 	

CIRCUMSTANCES	ESSENTIAL	DESIRABLE
Travel	<ul style="list-style-type: none"> Able to travel frequently within the UK and abroad at least annually. 	<ul style="list-style-type: none"> UK driving licence Valid passport