



# DESIGNER AND VIDEOGRAPHER

## Application Pack

BE THE TRAILBLAZER  
ACTIVATE CHANGE  
STRENGTHEN LIVES  
BUILD COMMUNITIES  
EMBRACE THE CHALLENGES  
BE THE HELPING HAND  
FAITH TAKING ACTION  
PURPOSEFUL ACTION  
REAL PEOPLE  
REAL FAITH  
RISK TAKERS

# **FROM THE INTERIM CEO**

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I am delighted that you are interested in the role of Designer and Videographer with Church Army, I really hope that as you read through this job pack you get a clearer sense of who we are as Church Army and how this role fits into our desire to see communities across these islands transformed.

This is an exciting time to be part of Church Army as we continue to grow our frontline work in addition to implementing the new strands of our DARE strategy in the next three years to further our impact and reach our vision.

We are passionate about seeing communities transformed which is why Church Army is proud to work in some of the toughest communities across the UK and Ireland and make an impact that brings about real-life change. Our Centres of Mission, which are created in partnership with Diocese, are where we deploy evangelists into communities to share faith and empower and equip the local church in mission

and evangelism. We are working hard in our aim to increase to 50 Centres of Mission by 2027. In Marylebone London, we run the biggest women's only hostel which empowers women to end their homelessness and live their lives to the full. We also run the Amber Project in Cardiff which helps over 100 young people each year who battle self-harm; as well as a hostel for young people.

Our GRACEUP values are at the heart of all that we do. We are proud of our committed and passionate staff team who all contribute to our vision of seeing communities transformed. In joining Church Army, you will belong to a community of gifted people who are proud to do what they do, and we work hard to make sure our team know that they are valued for their contributions and know that they are making a difference to the lives of hundreds of people.

This role of Designer and Videographer is part of our growing Communications Team which supports and promotes everything Church Army does across the United Kingdom and Ireland. You will be based at the Wilson Carlile Centre in Sheffield, which is the base of our national staff team and operates as a reputable accommodation and conference centre; it is a fun and hardworking team to be part of.

I hope that as you read through this job pack, you will be inspired and encouraged to want to join an amazing team and Organisation.

A handwritten signature in black ink that reads "Des Scott". The signature is stylized with a large, sweeping initial 'D'.

**Des Scott**

# WE ARE CHURCH ARMY

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We are Church Army. We are catalysts; strengthening lives and communities. We do not shy from the gospel because we believe it changes lives.

## Our vision

For everyone everywhere to encounter God's love, and be empowered to transform their communities through faith shared in words and action.

## Our values

Everything we do is underpinned by our GRACEUP values:

**Generous** - We want to model God's generosity to others.

**Risk-taking** - We have a long heritage as a pioneering movement, prepared to take risks and give colleagues permission to seek to do new things.

**Accountable** - We are accountable to God and others. We want to be reliable and live responsibly to high professional standards.

**Collaborative** - We are committed to partner with those who share our values; we believe it enhances our work.

**Expectant** - We are hopeful, expecting God to do new things amongst us.

**Unconditional** - God loves everyone and everyone is significant in his eyes; we will serve anyone regardless of their age, gender, race, sexuality, faith, ability, status or circumstances.

**Prayerful** - We listen for God's voice and want to be obedient to him. We want to be like Jesus in our actions and witness.

See our [We are Church Army](#) video here



## **ROLE OF DESIGNER AND VIDEOGRAPHER**

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As the work and witness of Church Army grows, we need to raise up a new generation of supporters, enthusing them about what we do, and establish meaningful relationships with them that will last. The Communications Team play a huge part in shaping our message and getting it placed where people can hear about our stories of lives transformed, advocate for our work, and be valuable supporters too.

Having been through a successful rebranding exercise in 2017 our publications and imagery have been brought into line with a new look and feel. We now want to enhance what we do across print and digital and increase output to meet the demands of our growing work. This new post brings inhouse design of print publications, digital imagery and photography and video so as to better resource the Communications Team and other departments.

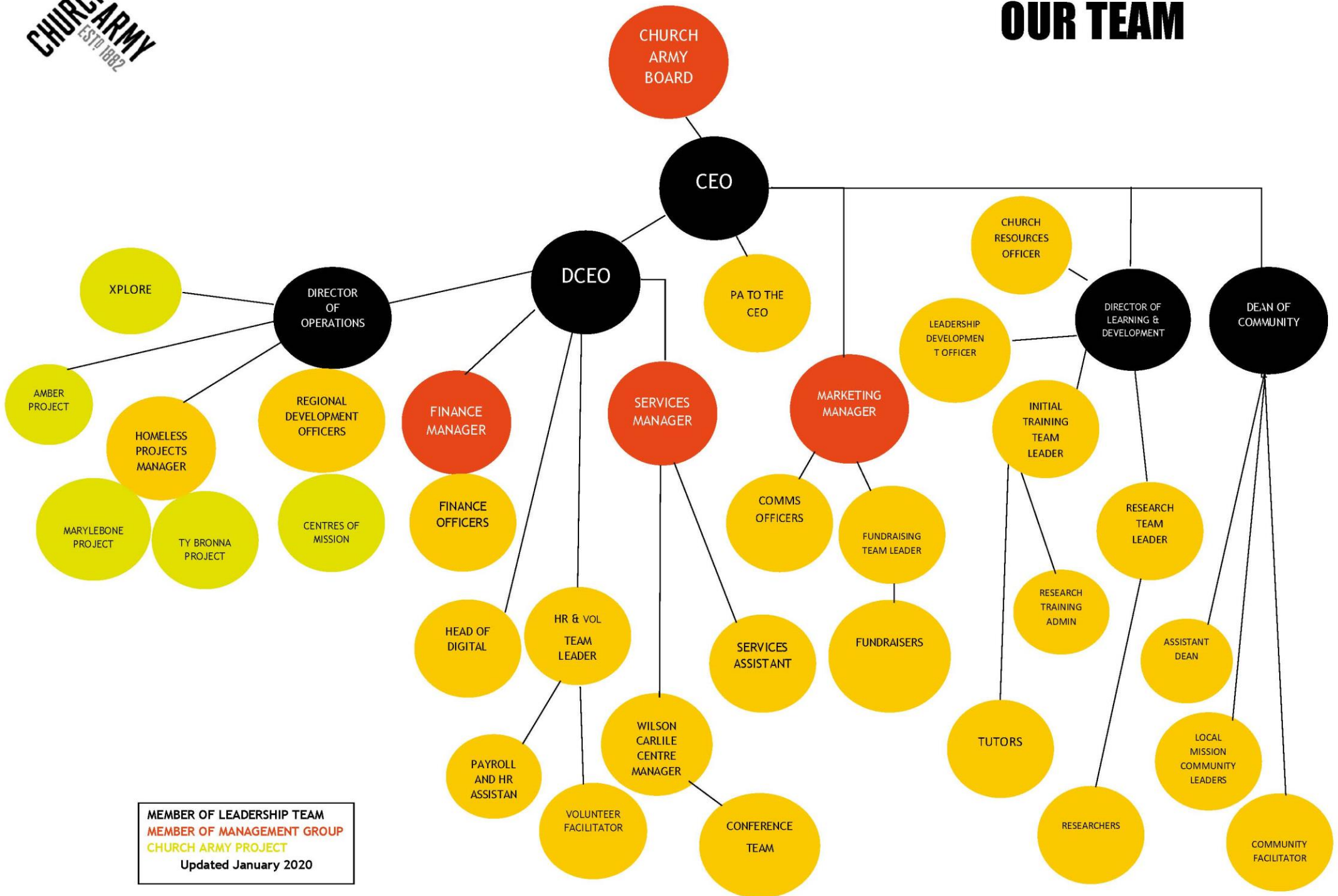
You will be working as part of a team of dedicated experienced communicators who together manage all print and digital communications both internally and externally and share in each other's work. The team works closely with the Fundraising Team to ensure our messaging is in sync and together we are called the Marketing Team.

This role will ensure that Church Army brand and style is consistent and that we can react quickly to demands especially in the fast-paced world on online digital channels. We are looking for someone who is creative and has strong experience in this field of work already. You will be key in ensuring you effectively communicate our key messages and the heart behind what we do. You will therefore need to be able to understand how our values shape our behaviours, the breath and impact of our work, our key audiences and deliver material that aligns with this and demonstrates this. You should be a strong team player and an excellent communicator, passionate about what we do and the difference it makes.

**Neil Thomson, Marketing Manager**



# OUR TEAM



**MEMBER OF LEADERSHIP TEAM**  
**MEMBER OF MANAGEMENT GROUP**  
**CHURCH ARMY PROJECT**  
 Updated January 2020





**Jane leads our Centre of Mission in Middlesbrough**

# JOB DESCRIPTION

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<b>Job Title:</b>	Designer and Videographer
<b>Location:</b>	Wilson Carlile Centre, Sheffield
<b>Responsible To:</b>	Marketing Manager & Communications Team Leader
<b>Relating To:</b>	Communications Team and wider Marketing Team as well as other national staff teams
<b>Purpose:</b>	To support the Marketing Team and other teams within Church Army's national staff by being responsible for design, layout and production of a wide range of Church Army resources including printed material such as the annual report, supporter magazine and leaflets; digital graphics for display screens and online use; and video and photography to promote the work of Church Army.
<b>Objectives:</b>	<ol style="list-style-type: none"><li>1. To be responsible for the design, layout and production of Church Army printed materials</li><li>2. To design and produce digital graphics</li><li>3. To produce video and photography</li><li>4. To contribute creatively and actively to the development and implementation of the Marketing Team strategies and specific action plans as required.</li><li>5. To be an active participant in the community of the Wilson Carlile Centre.</li></ol>

## RESPONSIBILITIES AND KEY TASKS:

- 1. To be responsible for the design, layout and production of Church Army printed materials**
  - 1.1 To be the lead designer for all publications within the Church Army brand.
  - 1.2 To work with other lead staff and turn a design brief into a final product and camera ready for external print.
  - 1.3 To work with external designers and printers to complete briefs on time.
  - 1.4 To ensure that all publications and materials work with brand guidelines.
- 2. To design and produce digital graphics**
  - 2.1 To design and supply digital images for use on the website, social media, display screens, presentations, according to needs presented.

### **3. To produce video and photography**

- 3.1 To plan, shoot, edit and produce videos for use on DVDs and online in a wide range of situations including talks and presentations as well as YouTube and social media.
- 3.2 To lead on the creation of photography of Church Army work and personnel, ensuring that our stock is up-to-date and well balanced.
- 3.3 To manage the Digital Image Library and ensure that images are appropriately catalogued and available to those who need them.
- 3.4 To work with or liaise with internal and external photographers or videographers when needed.
- 3.5 Where necessary to source external images.

### **4. To contribute creatively and actively to the development and implementation of the Marketing Team strategies and specific action plans as required.**

- 4.1 To be an active participant in the life and work of the team, attending meetings, supporting colleagues in their work and contributing to team-wide initiatives.
- 4.2 To contribute to the strategies and ongoing work of the team.
- 4.3 To take a proactive role in the implementation of strategy - leading in areas of your particular responsibility.
- 4.4 To support events and activities which involve members of the team or the wider Church Army and take photographs and videos as appropriate.

### **5. To be an active participant in the community of the Wilson Carlile Centre:**

- 5.1 To help to build a sense of community and teamwork within the Wilson Carlile Centre.
- 5.2 To attend and take part in monthly community gatherings.
- 5.3 To share in the general responsibilities of all staff with regard to:
  - Welcoming visitors to the Centre;
  - Answering the telephones;
  - Dealing with incoming and outgoing post;
  - Handling general enquiries.

### **General**

- To undertake any such duties as are commensurate with the post at the direction of the line manager, or their senior.
- To be an active member of the Communications Team and Marketing Team, participating in team meetings and in the overall objectives and life of the teams.
- To attend an annual appraisal and regular one to ones with the line manager.
- To undertake any training or professional development as required for the role as identified in an appraisal or supervision.



- To adhere to Church Army's contractual and non-contractual policies at all times. These are outlined in the Staff Handbook and on Church Army's intranet document library.
- Act in the best interest of Church Army at all times





Young people from our Amber Project, Cardiff



# PERSON SPECIFICATION

The following sets out what we are looking for in the post holder. As you apply for the post and submit your application, please make sure you evidence with good clear examples how you meet the criteria below.

ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
<b>Knowledge, qualifications and understanding</b>		
Knowledge of good design principles and practice for print and digital	Knowledge of print process	<ul style="list-style-type: none"> <li>• Application Form</li> <li>• Interview &amp; Selection Process</li> <li>• Pre-employment checks (e.g. references)</li> </ul>
	Knowledge of Church Army & the wider church	
<b>Experience</b>		
At least two years creative experience	Magazine layout and design	<ul style="list-style-type: none"> <li>• Application Form</li> <li>• Interview &amp; Selection Process</li> <li>• Pre-employment checks (e.g. references)</li> </ul>
A portfolio of work which clearly demonstrates your ability to create professional graphic designs using different technologies and applications	Design for web	
Experience of working on multiple projects to tight deadlines	Video production and Photography	
Delivering concepts and finished artwork to specification and deadline	Experience in designing material in accordance with company brand guidelines with good attention to detail	
<b>Skills and abilities</b>		
The ability to interpret and work to briefs	Creating original and relevant design concepts	<ul style="list-style-type: none"> <li>• Application Form</li> </ul>



Good experience with all aspects of Adobe Creative Suite and Office 365	Quick to learn new skills, software and techniques	<ul style="list-style-type: none"> <li>• Interview &amp; Selection Process</li> <li>• Pre-employment checks (e.g. references)</li> </ul>
Ability to work in a multi-disciplinary creative team		
To deliver to tight deadlines		
Have a high degree of accuracy and attention to detail		
<b>Attributes</b>		
Be creative, adaptable and take initiative		<ul style="list-style-type: none"> <li>• Application Form</li> <li>• Interview &amp; Selection Process</li> </ul>
Work relationally and collaboratively		
Flexible and able to respond to the demands and requests of others		
Demonstrates modelling Church Army values in their work and life		
<b>Other</b>		
A good understanding of the Christian faith and how to use appropriate images in relation to faith	An active faith in Jesus, passionate about evangelism and seeing communities transformed through faith shared in word and action	



# OUTLINE TERMS AND CONDITIONS

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<b>Location</b>	Wilson Carlile Centre, Sheffield
<b>Salary</b>	£26,000 to £28,000 (depending on experience)
<b>Hours</b>	37.5 hours per week (full-time). Normal working hours are Monday to Friday.
<b>Pension</b>	Church Army is an auto enrolment employer. You will be assessed under auto enrolment legislation and if eligible for pension contributions, you will be enrolled into a qualifying scheme and minimum pension contributions will be made by the employer.
<b>Annual Leave</b>	25 days, plus bank holidays (33 days total)
<b>Probation Period</b>	6 months
<b>Contract Type</b>	Full Time, Open-Ended
<b>Notice Period</b>	4 weeks (after completion of probation)
<b>DBS Requirement</b>	A DBS is not required for this role. All staff are expected to read and comply with Church Army's Safer Ministry Policy.

# APPLICATION PROCESS

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Please read through the Job Description and if you want to have an informal chat about the role or the team, contact the Marketing Manager and Communications Team Leader, Neil Thomson on [neil.thomson@churcharmy.org](mailto:neil.thomson@churcharmy.org) or 0114 252 1656.

To apply, please submit an CA Standard Application Form which is available to download from the job advert page.

Applications should be sent to: [recruitment@churcharmy.org](mailto:recruitment@churcharmy.org)

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**Deadline: 18<sup>th</sup> February 2020**

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**Interview date: Thursday 27<sup>th</sup> February 2020**

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For more information about Church Army please visit: [www.churcharmy.org](http://www.churcharmy.org)

Offers of employment are made subject to:

- Evidence of your eligibility to work in the UK
- Successful completion of a probationary period
- Two satisfactory references

References are usually only requested once an offer has been made. We will ask for your permission before seeking any references.