



Armed Forces' Christian Union Job description

Job title	Communications Coordinator
Team	Operations and Communications
Reporting to	Ops and Comms Director
Main purpose of team	To ensure both the effective, efficient, and smooth running of the Armed Forces' Christian Union and to promote a consistent and coherent communications strategy.
Main purposes of job	To be responsible for the creation and execution of our communication strategies, managing marketing materials, and working with the Communications Director to drive a consistent and engaging Christian messaging across all AFCU communication channels.
Key tasks	<ul style="list-style-type: none">• Develop, implement, and manage comprehensive communication strategies, including newsletters and digital content directly contributing to the growth of Christian faith.• Manage and grow social media engagement by creating, scheduling, and interacting with content across various platforms.• Promote events through coordinated marketing campaigns, ensuring maximum visibility and participation.• Coordinate the production and distribution of merchandise related to promotional activities and events.• Monitor and report on communication engagement metrics using analytics tools to evaluate the effectiveness of campaigns and strategies.• Ensure all communications are consistent, theologically defensible, on-brand, and meet organisational goals of extending the Kingdom of God in and through the Armed Forces.• Collaborate with internal teams and external vendors to streamline communication efforts and maintain high-quality standards.• Collaborate with the graphic designer to produce visually compelling posters, publications, and marketing materials that align with brand standards.• Stay updated on communication trends and best practices to continuously improve outreach and engagement.• Participate in and contribute to the weekly staff prayer meeting.
Key results	<ul style="list-style-type: none">• Members grow in faith.• On-brand visual materials and communication strategies to enhance engagement.

	<ul style="list-style-type: none"> • Social media growth, event promotion, and merchandise production. • Effective performance through analytics to guide improvements. • Consistent, high-quality messaging across all channels. • Teams and partners to collaborating to maintain standards and drive innovation. 	
Technical skills	Microsoft Office and 365 Web content design & development Online tools such as Zoom and Teams	Yes Desirable Yes
Values of AFCU staff	<p>We are first and foremost God focussed. We seek to do God's will and base what we do on the Bible and prayer.</p> <p>We value relationships. We endeavour to be warm, loving, kind, respectful and compassionate to each other.</p> <p>We value integrity and honour. We endeavour always to be honest and truthful in everything we do.</p> <p>We value excellence. We seek to give our best and to bring glory to God in all we do.</p> <p>We value having a work/life balance. While we endeavour to work hard, we desire to honour God by taking care of our families, health and personal well-being.</p>	
Responsible for staff/equipment	No direct reports. Laptop and monitors as required.	
Working hours	This role is full-time and is office and home based.	
AFCU training to cover	Safeguarding, DSE, GDPR, ChurchSuite, and other courses, as required.	
Date created	05/11/25	
Date reviewed	03/12/25	

	ESSENTIAL	DESIRABLE
Qualifications	<ul style="list-style-type: none"> • Bachelor's degree 	<ul style="list-style-type: none"> • Bachelor's degree, ideally in Communications, Marketing, Public Relations or English.
Experience	<ul style="list-style-type: none"> • Experience in communications, marketing, and/or public relations. • Strong knowledge of social media platforms, analytics tools, and content management systems. • Experience managing graphic design projects and working collaboratively with designers. 	<ul style="list-style-type: none"> • A good understanding of Charity governance • Familiarity with event promotion and merchandise coordination. • Experience in nonprofit or corporate communications.

Skills/Abilities	<ul style="list-style-type: none"> • Excellent written and verbal communication skills. • Ability to work on own initiative. • Confident understanding of our 'voice' and 'message'. • Ability to multitask and manage multiple projects with tight deadlines. • Creative thinker with strong attention to detail and organisational skills. 	<ul style="list-style-type: none"> • Ability to see tasks through to completion.
Personal qualities	<ul style="list-style-type: none"> • Committed Christian – will be required to sign the AFCU Basis of Belief. • Committed to the mission, values and beliefs of the AFCU. • Motivated and diligent with a keen eye for detail. • Helpful and supportive. • Team player. • Desire to serve AFCU members. 	<ul style="list-style-type: none"> • Personal knowledge of the work and ministry of the AFCU.
<p>OTHER COMMENTS: All roles require a DBS check.</p> <p>In accordance with the Equality Act 2010, it is a genuine occupational requirement that the post holder is a practicing Christian, and we would expect the post holder to adhere to our values as an organisation.</p>		