

SENIOR DESIGNER

APPLICATION PACK



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Africa Inland Mission serves and partners with churches to fulfil the Great Commission and advance the gospel among Africans who have the least opportunity to hear about Jesus.

Our heart is to see Christ-centred churches among all African peoples and our particular priority is for the 1,000 people groups who are still unreached with the gospel. The missionary work of those who serve is diverse. From outreach workers and church planters, to medical professionals and support personnel; there are so many ways to be involved. AIM has often been described as having a family feel, with a strong focus on caring and providing excellent support for those who serve. We depend on partnerships with those who aren't called to serve overseas – supporters who generously give and faithfully commit to praying for missionaries, the peoples of Africa, and the work of the gospel to transform people's lives.



We often leave the hardest work until last, and the challenge before us does seem overwhelming. But we trust that by the power of his Holy Spirit, God will build his church! AIM's vision is to continue the work among unreached people groups; seeking to mobilise African workers to reach Africa's unreached; helping to equip and strengthen African church leaders; and seeking to reach Africans living across the globe. AIM is compelled by a passion to see God glorified and his kingdom extended. It's a vision we would love you to share with us, believe in and be a part of.

Senior Designer

We are looking to add an enthusiastic designer to lead our communications team. Someone who is passionate about seeing the Great Commission fulfilled, and who understands how to use design to generate interest in mission. This is a new role, building on strategic work carried out over a number of years but with a new emphasis on communicating in different ways to individuals and churches.

Taking primary responsibility for communications strategy, this person will be able to develop the materials necessary to spark interest. They will be able to consider the varying messaging needs to encourage individuals and churches to consider God's call to go, as well as to encourage prayer and donations for the mission. Through their design skills they will be able to attract new supporters as well as sustaining our existing supporter base.

They will be able to do this through videos, printed media, email campaigns and also take an active role in maintaining and updating our website and social media platforms.

With scope to develop and shape the role, initially the Senior Designer will work alongside the Communications & Fundraising Director to formulate reports for the Leadership Team and the Board of Trustees. Increasingly the Senior Designer will take greater responsibility for these reports as well as for coordinating and monitoring results against their communications strategy. As such they will need to work closely with other departments, particularly our fundraising and mobilisation teams as they seek to support their efforts to raise up support and more workers for the harvest field.



Job Description

To have overall responsibility for the visual communication of all materials. To develop materials that promote the needs in Africa and the role for missionaries, whilst broadening AIM's supporter base, with a particular emphasis on digital media and online strategy.

CORE TASKS:

1. **Strategy delivery and planning**

- Work with the Communications & Fundraising Director to develop, implement, monitor and report against a Communication Strategy within the priorities of the organisation.
- Develop new methods of promoting the need for missionaries with the intention of increasing numbers of enquirers.
- Work with the rest of the Communications team to develop prayer materials that grow our support through widening our target demographic.
- Work with the Communications & Fundraising Director to deliver fundraising messages and materials.

2. **Communication delivery**

- Maintain and develop AIM's brand (working with International offices where necessary).
- Assist missionaries in their communications across all platforms through the provision of standardised and branded materials.
- Ensure that all communications for which the department is responsible is presented in the form, context and within the Statement of Faith of AIM International.

3. **Print material**

- Maintain responsibility for design and brand standardisation on all printed material.
- Work with the Communications team to deliver print materials that share opportunities to serve in Africa.
- Develop print materials that inform and excite supporters, raising prayer and financial support.
- Continue to develop all-age printed prayer materials, with particular emphasis on materials for children and young people.
- Assist the team with the practical preparation of material for print.

Job Description

4. **Media**

- Develop short videos to raise awareness of AIM's ministry, attract enquirers for mission and raise prayer and financial support.
- Be responsible for the design and development of AIM Europe's website and ancillary websites (if applicable).
- Working closely with the Personnel Department and Mobilisers to develop mobilisation and opportunity sharing tools, with particular emphasis on digital marketing and social media strategies.
- Develop digital prayer materials suitable for all age use.

5. **European Office Activities**

- Participate in, and lead on a rota basis, daily staff devotions and prayers. To include Bible reading, commentary, and prayer for AIM's goals, unreached people groups, overseas missionaries, and European-based staff.
- Participate in staff conferences, supporter prayer meetings and other events organised by the Leadership Team.

6. **General Responsibilities**

- Work within legal, charity and organisational guidelines.
- Maintain an active interest in the wider ministries of AIM International.
- Externally promote the aims of AIM International, as appropriate for your particular skills and responsibilities, and within your spheres of influence.
- Other duties as requested by the Communications & Fundraising Director or Leadership Team.

Person Specification

* Please note: Applicants without necessary essential skills and experience for this position will be considered for other roles within the Communications Team.

Attribute:	Essential:	Desirable:
Education and qualifications	<ul style="list-style-type: none"> Degree level qualification in Graphic Design, Web Design or a strong portfolio. 	<ul style="list-style-type: none"> Evidence of cross over skills between print and digital design.
Work experience	<ul style="list-style-type: none"> Experience of delivering results based on a communications strategy. Experience in creating, shaping and developing print magazines. Wide experience and competence in Adobe Creative Cloud, particularly InDesign, Photoshop and Illustrator. Wide experience in using Microsoft Office, particularly Excel, Word and Outlook. 	<ul style="list-style-type: none"> 2 years in a design role. Experience creating and implementing communications strategies. Experience in creating strategic reports. Experience in designing fundraising appeals and thank you letters. Competence in using CRM databases for account management and report creation.
Personal qualities	<ul style="list-style-type: none"> Committed Bible-believing Christian, with a heart for world mission and a desire to play a part in building Christ-centred churches among all African peoples. Commitment to AIM's values (see Value Statement). Commitment to personal godliness and integrity. Ambitious to serve God in this role. Excellent interpersonal skills, and a high level of emotional intelligence. Self-motivated, and able to motivate and encourage others. Evidencing humility and a teachable spirit. Resilient, with a positive and realistic attitude. High level of self-awareness. 	

Person Specification (continued)

Attribute:	Essential:	Desirable:
Skills and abilities	<ul style="list-style-type: none"> • Creative and innovative, eager to push new boundaries and develop ideas. • Excellent verbal and written communication skills, including an ability to communicate effectively in both in-person and virtual contexts. • Competence in the use of video conferencing software. • Excellent numeracy, literacy and IT skills. • Precise, with an eye for detail, while keeping sight of the bigger picture. • Logical, analytical, thorough and methodical approach to work. • Proven ability to organise and prioritise work well. • Proven ability to assimilate information and become proficient in new tasks quickly. • Flexible approach to work, including the ability to be able to switch quickly from one task to another when required. • Proven ability to work calmly under pressure, and to meet agreed deadlines. • Good team player, while able to take appropriate initiative and work independently. • Ability to solve problems and to think laterally. 	

Terms and Conditions

SALARY:	Circa £28,000
LOCATION:	Option for remote working or to be based in the Nottingham office. Would need to visit Nottingham for meetings regularly.
ANNUAL LEAVE:	33 days per annum (including bank holidays)
PENSION SCHEME:	<p>You will be enrolled into the Global Connections Group Personal Pension Plan as soon as your employment begins. Within a month of being enrolled in the Scheme, you can send the pension provider an opt-out form if you do not wish to be in the Scheme. Current details of the Scheme, your rights relating to it, and contributions, will be provided to you separately.</p> <p>There is no contracting-out certificate in force in relation to your employment under the Pension Schemes Act 1993.</p>

AIM International is the European Mobilising Region of Africa Inland Mission International, a non-denominational mission organisation with an emphasis on church planting and leadership development ministries among the churches and people of Africa.

Applicants for a post with AIM International will be required to show that they have the aptitude, training and experience relevant to the advertised vacancy. **Applicants that don't meet these requirements will be considered for other Communications Team roles.**

Due to the requirements of the UK Border and Immigration Agency, applicants who are not UK nationals and whose immigration status entitles them to work without restriction in the UK will be considered on an equal basis with UK nationals. Please visit www.ukba.homeoffice.gov.uk for more information.

Within the terms of the Equalities Act 2010, it is an Occupational Requirement that the successful candidate should agree with and sign AIM International's Statement of Faith (Appendix A) on appointment, and thereafter on an annual basis.

A Basic DBS check will be requested for the successful candidate. Having a criminal record does not necessarily bar anyone from working with us. This will depend on the nature of the position and the circumstances and background of the offence(s). If you have a criminal record, details should be sent under separate confidential cover to the Personnel Director at personneldirector.eu@aimint.org. A copy of our policy on the Recruitment of Ex-Offenders may be obtained on request.

Appendix A: Statement of faith

1. The unity and trinity of God, eternally existing in three co-equal Persons: the Father, the Son and the Holy Spirit.
 2. God the Creator and Preserver of all things, who created man, male and female, in His own image, and gave them dominion over the earthly creation.
 3. The deity and humanity of God the Son, the Lord Jesus Christ, who, being very God, also became man, being begotten of the Holy Spirit, born of the Virgin Mary, was crucified, dead and buried, was raised bodily from the dead, and ascended to the right hand of the Father, whose two natures continue eternally and inseparably joined together in one Person.
 4. The deity and personality of God the Holy Spirit, and the necessity of His work to make the death of Christ effective to the individual sinner, leading him to repentance towards God and faith in the Lord Jesus Christ; and in His ministry, dwelling permanently within and working through the believer for godly life and service.
 5. The divine, verbal inspiration, infallibility and inerrancy of the Scriptures of the Old and New Testaments as originally given, and their absolute and final authority in all matters of faith and conduct.
 6. The human sinfulness and guilt of human nature since the fall, rendering man subject to God's wrath and condemnation.
 7. The sacrificial death of our Representative and Substitute, the Lord Jesus Christ, the incarnate Son of God, by the shedding of whose blood atonement was made for the sins of the whole world and whereby alone men are redeemed from the guilt, penalty and power of sin.
 8. The necessity of the new birth as the work of God the Holy Spirit, to be obtained only by receiving the Lord Jesus Christ as Saviour; that men are saved by grace through faith, not by works.
 9. The security of the believer, based entirely on the atoning work of the Lord Jesus Christ, whereby, as a born again child of God, he has assurance of salvation and has the right to all the privileges of the sons of God.
 10. The responsibility of the believer to maintain good works, and to obey the revealed will of God in life and service, through which eternal rewards shall be received.
 11. The True Church, whose Head is the Lord Jesus Christ, and whose members are all regenerate persons united to Christ and to one another by the Holy Spirit.
 12. The observance of the ordinances of Baptism and the Lord's Supper as appointed by the Lord Jesus Christ.
 13. The supreme mission of the Church as being to glorify God and to preach the gospel to every creature.
 14. The personal and visible return of the Lord Jesus Christ.
 15. The resurrection of the body.
 16. The eternal blessedness of the saved and the eternal punishment of the lost.
- DECLARATION**
I CONFIRM THAT I ACCEPT THE ABOVE STATEMENT OF FAITH.
- SIGNED:**
- DATE:**

Appendix B: AIM Europe value statement

The European Mobilising Region is committed to:

- 1. Loving Christ above all.** We love Christ above all and seek to have his attitude and the oneness in spirit and mind that come from unity with him.
- 2. Dependence on God in prayer.** We pray regularly and expectantly, believing that God will supply all our needs, including financial, personnel and strategic needs.
- 3. Being servants of the Church and ambassadors of the Great Commission.** Understanding that our mission is one part of God's Great Commission for the global Church, we work to inspire, equip and empower local churches for cross-cultural mission among Africans.
- 4. Cooperation.** We work strategically with other like-minded organisations, sharing expertise and resources to further the spread of the gospel.
- 5. Our people.** We value the personal, professional and spiritual wellbeing of all our staff and missionaries and seek to support the ways God is leading them, within the vision and framework he has given to AIM.
- 6. Glorifying God by striving for excellence.** Working to the highest standard possible, while also treating one another and ourselves with grace.
- 7. A culture of openness and accountability.** Our goal is to have a culture of transparency, communication and accountability at all levels, where it is safe for both leaders and staff to be honest and engage in constructive conflict.

Appendix C: Privacy policy

Africa Inland Mission International, a company limited by guarantee (04598557), a registered charity in England and Wales (1096364) and a charity registered in Scotland (SC037594) is the Data Controller for the personal data of job applicants.

For the purposes of recruitment for AIM posts our lawful basis for processing your personal data is our legitimate interests in administering the recruitment process, reviewing candidates' suitability for a post and in seeing vacancies filled by letting individuals know of other AIM posts that may be of interest to them. A copy of our legitimate interest assessment is available upon request. Should you not wish to be contacted about future AIM vacancies that we believe may be of interest to you then please inform us by emailing applications.eu@aimint.org.

The GDPR provides rights to individuals whose personal data is processed by AIM; specifically the right to be informed, the right to access data we hold about you, the right to object to direct marketing, the right to object to processing carried out on the basis of legitimate interest, the right to erasure (in some circumstances), the right of data portability, the right to have your data rectified if it's inaccurate and the right to have your data restricted or blocked from processing. For more information please visit eu.aimint.org/privacy.

We do not trade personal data for commercial purposes and will only disclose it if required by law, as part of our legitimate interests, or with your consent. Your personal data will only be accessible to individuals employed by AIM and will be held on our secure servers; it will not be transferred outside of the European Economic Area (EEA) at any time.

Any correspondence/application forms/cover letters/aptitude tests/interview notes/feedback or any other material (whether paper or electronic) relating to the position will be kept by AIM for a period of twelve months from the date the post is filled and then securely destroyed. Information relating to the successful applicant will be moved to their personnel file and retained for a period of six years from the date their employment ceases.

How to Apply

- Please send a covering letter explaining why you would be a good fit for this role, referencing the Job Description and Person Specification together with a copy of your CV, to: Lindsey Davies, Communications & Fundraising Director at communications.eu@aimint.org to arrive by **5pm on Thursday 19th May 2022**.
- Applicants who are not UK nationals and whose immigration status entitles them to work without restriction in the UK will be considered on an equal basis with UK nationals. Please visit www.ukba.homeoffice.gov.uk for more information.
- Please include a signed copy of our Statement of Faith (Appendix A).
- In order for us to acknowledge receipt of your application please provide us with your preferred email address on your covering letter.
- Interviews are planned for **Friday 27th May**, and will take place in person in our Nottingham office. Short listing will take place on **Friday 20th May**. Please note that we will not contact you as to whether or not you have been selected for interview until after short listing has taken place.

