



Christian Focus

Job title	Social Media Marketer
Location	Full-time office-based at Christian Focus Headquarters in Easter Ross (IV20 1TW). Remote working arrangements not available at present.
Salary	Negotiable within the constraints of a ministry opportunity
Closing Date	Friday 11 th July 2025

Job Description

Reporting to	Marketing Manager
Main purpose of job	The focus of this role is the promotion of our books and authors and keeping our audience updated on the life and happenings of Christian Focus. This incorporates a wide variety of creativity such as graphic design, photography and videography in order to update our socials, create promotional material for events, authors and emails as well as contributing to creative discussion within the office.
Key tasks .	<ul style="list-style-type: none">• Supporting the coordination of marketing, design, and communications activities, from brief to evaluation, ensuring they align with the ethos of Christian Focus.• Handling regular, smaller marketing tasks as well as the occasional bigger project while also thinking ahead to upcoming book releases• Keeping up to date on social media trends and analytics.• Creating videos and posts using a mixture of photography, videography and graphic design to promote our books, authors and events as well as keep folks updated on the life and happenings of Christian Focus.• Putting together eye catching and informing emails about new books and promotions.• Keeping our website graphics up to date and consistent across all platforms and marketing materials.• Be responsible for all graphics on our Instagram and social media platforms, using specific formulas and branding guidelines provided.

	<ul style="list-style-type: none"> • Attending occasional conferences on behalf of Christian Focus <p>This list of duties is not intended to be exhaustive but simply highlights a number of the major tasks of the post. The post holder may be required to undertake additional duties which might reasonably be expected of him/her and which form part of the function of the post.</p>
Responsible for (staff/equipment)	

Person Specification

Essential	<ul style="list-style-type: none"> • Familiarity with all social media channels, driving consistent messaging through campaigns • Experience of analytics reporting • Ability in design using graphics software – some knowledge of Adobe software is recommended • Highly developed communication skills • Strong organisational skills • Ability to work both independently and as part of a team
Preferable	<ul style="list-style-type: none"> • Good understanding of photoshop, InDesign and Canva as well as a keen eye for photography and videography with experience in editing tools such as Lightroom and Davinci Resolve.
Other	<ul style="list-style-type: none"> • There is an Occupational Requirement that the post holder should have a genuine and active Christian faith and church commitment • Due to the rural location of the office, a full driving licence would be beneficial