



## JOB PROFILE

<b>Job title:</b>	<b>Audio Content Editor</b>
<b>Purpose:</b>	Strengthen communications with members and potential members of The Salvation Army by: <ul style="list-style-type: none"><li>• Creating and coordinating audio content for the Salvationist website,</li><li>• Overseeing the day-to-day running of a TSA online radio station</li></ul>

This new role offers an exciting opportunity to help drive the development of audio within an international church and charity.

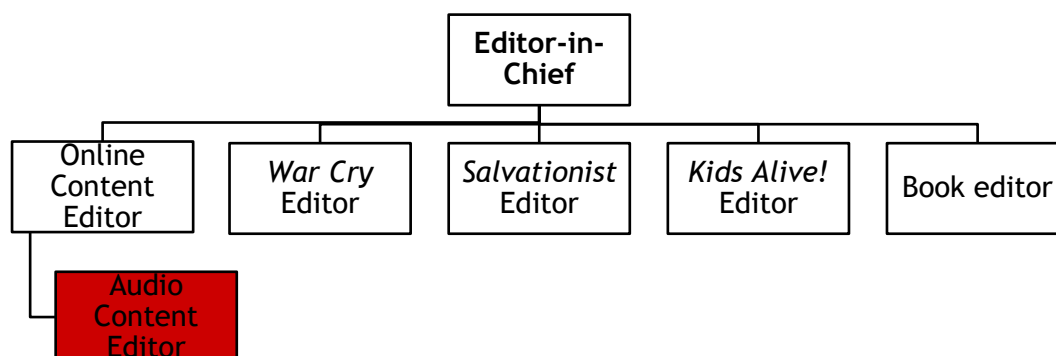
As part of the Publishing Department's online content team, the Audio Content Editor will play an important role in the day-to-day running of the Salvationist website by creating, coordinating and uploading audio content. Launching in spring 2022, the Salvationist website will be the go-to digital platform for people linked to The Salvation Army. The site will offer devotions, worship, news and resources.

In line with its recent resurgence in popular culture, audio content is becoming increasingly important to the Salvationist community. Over the past two years, territorial teams have begun producing podcasts, such as Youth & Children's Ministries The All-Terrain Podcast, and at the start of the pandemic, volunteer Salvationists formed the online radio station Fortress Radio, which includes a playlist of Salvation Army and Christian music, as well as programmes presented by volunteers. The founders of Fortress Radio have since offered control of the station to THQ which has now been accepted by Cabinet.

The Audio Content Editor will oversee the relaunch and development of the online radio station within the new Salvationist website and help realise the potential of audio content for The Salvation Army.

Working with teams across the organisation, the Audio Content Editor will support territorial communications strategies and campaigns by producing content that appeals to Salvationists of different ages and backgrounds.

### Organisation Chart



<b>Report to:</b>	Online Content Editor
<b>Accountable to:</b>	Editor-in-Chief
<b>Key working relationships:</b>	<p>Online radio station volunteers</p> <p>Publishing Department editors, plus colleagues within the wider Communications Service</p> <p>Territorial teams producing podcasts and audio content, including Youth &amp; Children's Ministries, International Projects, Music &amp; Creative Arts and Music Editorial</p> <p>World of Sound, part of The Salvation Army's Trading Company, who will provide technical support</p> <p>Developing relationships and securing audio content from other territories and commands around the world</p>
<b>People management:</b>	Online radio station volunteers
<b>Operating budget:</b>	Covered within the Editorial budget within the Communications Service

## You will...

- Create compelling audio content for the Salvationist website that supports The Salvation Army's mission priorities:
  - Nurture disciples of Jesus by creating audio Bible studies, prayers and worship, promoting Salvation Army membership and helping Salvationists engage with events;
  - Help Salvationists serve others without discrimination and care for creation by promoting resources and learning opportunities;
  - Help Salvationists seek justice and reconciliation by engaging people with Salvation Army campaigns, current affairs and social issues;
  - Share the good news of Jesus by connecting new audiences with their local Salvation Army corps or centre and creating content that helps people explore Christian beliefs.
- Support the Salvationist website and wider Communications Service objectives, strategy and campaigns
- Keep the Salvationist website and associated audio platforms up to date with a regular schedule of audio content
- Oversee the re-launch and day-to-day running of a Salvation Army online radio station, ensuring:
  - A weekly schedule of content is broadcast and programmes are available on-demand via podcasts
  - Volunteer presenters are recruited, supported, given editorial guidance, monitored and offered appropriate training
  - New volunteer presenters are recruited and reflect the values and diversity of the territory. Poor performance is addressed appropriately.
  - All music copyright and other legal requirements are met
  - The station operates within budget

- A good working relationship with World of Sound so that technical support is given in a timely manner and to a high standard
- Collaborative working across the organisation, especially with music teams, to develop engaging music playlists and content
- Content is consistent with The Salvation Army's Christian identity, brand and house style
- Programming supports our mission priorities and reflects the values and diversity of the territory
- Champion the production of audio content across the organisation
- Work with Communications Service colleagues to promote audio content through our websites, printed publications and social media pages, and other channels as appropriate
- Support territorial events by planning and producing audio coverage
- Support teams in the development and promotion of podcasts
- Identify stories from across the organisation, as well as opportunities to repurpose and reimagine existing content for audio
- Make suggestions for continuous improvement by monitoring the performance of audio content through analytics, as well as gathering feedback from existing listeners and the wider Salvation Army community
- Give regular updates on audio performance and planning to the Salvationist Website Steering Group
- Be available for occasional work during the evening and weekend, sometimes at short notice because of out-of-hours programming

### **You have...**

- Experience in producing engaging and creative audio content (A,I,P)
- Experience of Adobe Audition, Logic Pro, Audacity or other audio editing software (A,I,P)
- Experience of implementing communications strategies and campaigns (A,I)
- Excellent communication skills including public speaking, copy writing and editing (A,I,P)
- A clear understanding of The Salvation Army's Christian identity, brand and reputation management (A,I)
- The ability to work independently and build collaborative relationships (A,I)
- The ability to commission and manage a schedule of audio content (A,I)
- The ability to set and work to deadlines and to prioritise work under time restraints (A,I)
- The ability to manage, motivate and empower volunteers (A,I)
- A focus on accuracy and attention to detail (A,I)
- Been a soldier or adherent member of The Salvation Army for at least two years with a good understanding of Army mission and culture (A,I,R)

### **You may have...**

- Experience of broadcasting, producing podcasts and using online radio software (A,I)
- Experience of leading Christian devotions, Bible studies and/or worship (A,I)
- Experience in public relations, marketing or journalism (A,I)
- Experience of working with a budget (A,I)
- Experience of updating websites and using content management systems, such as Drupal or WordPress (A,I)
- An understanding of PPL and other copyright licenses (A,I)
- A good network of pre-existing relationships across the territory (both member and employee) (A,I)

How criteria will be assessed - (A) application form; (I) interview; (T) test; (P) presentation and (R) references.

**We expect you to exhibit behaviours that model our values of *integrity; accountability; compassion; passion; respect and boldness***

This is the job profile as it is constituted at the date shown. It is the practice of The Salvation Army to examine job profiles in order to update them periodically and ensure that they relate to the job being performed, or to incorporate any proposed changes.