

Evangelistic Resources Manager

Application pack 2026



Who we are

We are passionate about students reaching students with the good news of Jesus.

For over 100 years, UCCF has equipped and empowered students to discover Jesus and live for Him on campus.

Christian Unions (CUs) are groups of students from a range of local churches who join together to help everyone at uni engage with the life-changing message of Jesus. They are led by students, resourced by UCCF Staff Workers and supported by the local church.

Each year, tens of thousands of students hear the message of Christ through CU ministry. Together, we are reaching students for Jesus.

Our values

- Confident in the truth:**
understanding, celebrating and defending the truth of the gospel.
- Committed to the local church:** believing it is the primary and lifelong place of Christian ministry and discipleship.
- Urgent in evangelism:**
creative, engaging and persuasive proclamation of Christ crucified.
- Motivated by grace:**
rejoicing in our salvation, serving one another and loving the lost.
- Passionate about unity:**
gathering and uniting all Christians around the essential truths of the gospel.
- Generous in world mission:**
endeavoring to give and send so as to reach the students of the world.



Our Office Team

Based in the centre of Oxford, we play a vital role in resourcing Christian Union (CU) students and forming CU leaders. We're an office of 20 made up of close-knit teams working together towards our mission. Together as office-based staff, we meet weekly for a business meeting, Bible devotion and prayer. We hold regular team and office wide training days to develop in our roles and enjoy time together. All staff participate in our national student conference, Forum, and annual Training Conference.

The Role

Salary: £31,601 to £44,657 depending on experience

Location: Hybrid working from our Oxford office

Hours: 37.5 per week (full time). We are also open to discussing part time.

Application closing date: Monday 16 November

Interview date: Friday 27 November

Our benefits:

- 30 days annual leave, plus public holidays
- 5 days of service leave
- Modern and spacious central Oxford office
- Facilities including secure bike storage
- Cycle to work scheme
- Free access to counselling and healthcare support, including discounted gym memberships
- Generous enhanced family leave and pay provision
- Access to free and discounted books with IVP
- 5% employer pension contributions

Job Description

Department: **Resourcing**

Responsible to: **Head of Resourcing**

Liaises with: **Head of Partnerships, Head of Finance, Directors, Executive Team, field staff, external designers, agencies, publishers, printers, IFES movements, churches and organisational partners**

Overall purpose:

The Evangelistic Resources Manager will have responsibility for managing UCCF's evangelistic product portfolio, primarily by developing and delivering products and their supporting resources. These key physical and digital evangelistic resources will be used by CU members across Britain and beyond.

The portfolio includes Uncover as a key focus for resourcing for Christian Union students. It also includes BeThinking.org. The portfolio has scope to change and grow as we seek to enable the current generation of students to declare Jesus boldly to those around them.

The role brings together vision, strategy, content development, field testing, design, publishing, training and launch activity so that each evangelistic product is coherent, effective and delivered well.

The post holder will ensure products maintain a clear brand identity and ensure integration with other UCCF resources and wider strategy. They will equip staff and student leaders to use the products confidently.

The role will also extend UCCF's product reach by developing their use among IFES movements, British churches and organisational partners.

Nature and scope:

In line with schedule 9 of the Equality Act 2010, and in view of UCCF's objectives, ethos and support base, job roles at UCCF will fall into one of three categories of occupational requirement this role falls into Category 1:

The role holder will be required to sign assent to UCCF's Doctrinal Basis, to participate in UCCF collective worship and prayer, and to model Christian discipleship in public and private life.

Key Responsibilities

1. Vision and strategy

- Contribute to setting and maintaining a coherent vision and strategy for UCCF's evangelistic products portfolio that remains aligned with the needs of Christian Union students and UCCF's organisational values and priorities.
- Work with relevant focus groups and stakeholders to develop the strategic vision for the products such that they are aligned with audience needs and organisational values and priorities.
- Identify, measure and report relevant key performance indicators to evaluate product impact and effectiveness, using data to inform decisions.
- Review existing products and identify gaps in the portfolio, creating evidence-based proposals for further development, new products, retirements, adaptations or partnerships to meet strategic need.
- Effectively communicate the vision and strategy for products within and beyond UCCF.
- Ensure clear identity, coherence and integration across the evangelistic portfolio as well as with wider UCCF strategy, resources and brand identity.

2. Product development and delivery

- Translate the agreed vision and strategy for each product into clear briefs and deliverable plans.
- Lead cross-disciplinary teams made up of internal staff and external experts to define product requirements, responsibilities, milestones and deliverables.
- Develop, lead and review field testing, using learning to strengthen products.
- Coordinate design, publishing, printing and distribution of physical resources; and design, specification and creation of digital resources.
- Work with the Head of Finance to prepare product budgets and deliver each project within it.
- Work with the Partnerships team to develop product fundraising strategies and provide project updates, statistics and information for funding applications.
- Create and execute strategies and plans for launching products, generating adoption by key users.
- Create and maintain effective training to equip UCCF staff and student leaders to use products well.
- Regularly report project progress and risks to key stakeholders.

3. Key products

- Manage the writing and development of future Uncover studies.
- Develop and deliver a plan to increase appropriate use of Uncover among churches, working with relevant UCCF colleagues and external partners.
- Evaluate the effectiveness, audience reach and strategic value of BeThinking and related apologetics resources, recommend a future approach to resourcing Christian Unions for apologetics, and lead delivery of the agreed approach.

4. Other responsibilities

- Seek out regular connection with Christian Union ministry and UCCF field staff, using first-hand engagement to inform product strategy, development and evaluation.
- Be part of a relevant National Ministry Team, contributing expertise, drawing on ministry perspectives and acting as a bridge back to the Operations and People teams.
- Attend Forum, Refresh (UCCF's annual staff conference), and other required conferences/training and team days, engaging with the life of the wider organisation.
- Work collaboratively with colleagues across departments to achieve organisational goals



Person Specification

Essential

- Successful project management from concept through development, delivery and review
- Experience coordinating multiple stakeholders, contributors and external suppliers
- Experience managing budgets and delivering work within agreed resources and timescales
- Able to develop strategic vision and translate it into clear, deliverable plans
- Strong written and verbal communication, with the ability to communicate vision and brief contributors effectively
- Excellent organisation, prioritisation and attention to detail
- Able to lead collaborative work, gather feedback and make sound recommendations
- Able to develop and deliver effective training
- Able to use qualitative and quantitative evidence to evaluate products and recommend improvements
- Commercial and financial awareness, including confidence working with budgets, designers, printers and publishers
- Collaborative, relational and able to build trust across teams and partner organisations
- Creative, proactive and committed to high-quality delivery
- Flexible and resilient, able to manage a workload that fluctuates across the project cycle
- Committed to UCCF's mission and to serving Christian Union students
- Willing and able to attend required conferences, training, team days and undertake limited travel
- Understanding of student evangelism, Christian Unions, IFES movements or church-based evangelistic resources

Desirable

- Experience of publishing, resource development, field testing or product launches
- Understanding of digital product development, including user needs, content management, analytics and iterative improvement

Our Doctrinal Basis

The Doctrinal Basis represents the central truths of the gospel, which are the basis of UCCF's unity, the foundation of UCCF's ministry and the content of UCCF's message. We are unashamedly confessional and value gospel clarity and gospel unity. For more information, visit: <https://www.uccf.org.uk/about/doctrinal-basis/why-we-have-a-doctrinal-basis>

The basis of the Fellowship shall be the fundamental truths of Christianity, as revealed in Holy Scripture, including:

- a) There is one God in three persons, the Father, the Son and the Holy Spirit.*
- b) God is sovereign in creation, revelation, redemption and final judgement.*
- c) The Bible, as originally given, is the inspired and infallible Word of God. It is the supreme authority in all matters of belief and behaviour.*
- d) Since the fall, the whole of humankind is sinful and guilty, so that everyone is subject to God's wrath and condemnation.*
- e) The Lord Jesus Christ, God's incarnate Son, is fully God; he was born of a virgin; his humanity is real and sinless; he died on the cross, was raised bodily from death and is now reigning over heaven and earth.*
- f) Sinful human beings are redeemed from the guilt, penalty and power of sin only through the sacrificial death once and for all time of their representative and substitute, Jesus Christ, the only mediator between them and God.*
- g) Those who believe in Christ are pardoned all their sins and accepted in God's sight only because of the righteousness of Christ credited to them; this justification is God's act of undeserved mercy, received solely by trust in him and not by their own efforts.*
- h) The Holy Spirit alone makes the work of Christ effective to individual sinners, enabling them to turn to God from their sin and to trust in Jesus Christ.*
- i) The Holy Spirit lives in all those he has regenerated. He makes them increasingly Christ like in character and behaviour and gives them power for their witness in the world.*
- j) The one holy universal church is the Body of Christ, to which all true believers belong.*
- k) The Lord Jesus Christ will return in person, to judge everyone, to execute God's just condemnation on those who have not repented and to receive the redeemed to eternal glory*