



RELAY+ STREAM COLLECTIVE

BACKGROUND

- The Stream Collective exists to produce creative evangelistic content to reach and equip the next generation of Christian believers. In pursuit of this vision our aim is to **disrupt** the daily scroll with high quality digital content that resonates with Gen Z and challenges the cultural narrative. And **demonstrate** the uniqueness of Jesus by showing that the gospel saves and transforms.
- UCCF and The Stream Collective therefore have significant missional overlap, shared theological convictions and a mutual excitement about the opportunities that digital evangelism presents.
- UCCF runs **Relay**, a mission and discipleship training program in a CU context, as a year-long (August to June) voluntary program for recent graduates to work on the frontline of student mission.
- The **Relay+** initiative provides specialized opportunities for Relay Workers with particular skills and interests to develop their expertise in a professional setting. Previous partnerships have included organisations such as **Christians in Sport, Christian Medical Fellowship** and, in the coming year, **IVP**.
- Relay is **self-supported**, meaning workers raise financial support for their living and ministry costs through churches and individuals.

THE PROPOSAL

- Launching **Relay+ Stream Collective** for the **2025/26 academic year** with a Relay+ worker taking on the role of **Social Media Assistant** with The Stream Collective—a unique opportunity to gain hands-on experience in digital content creation and apply directly to the context of student mission.
- **Two days per week** dedicated to The Stream Collective, contributing to content creation and social media management.
- Remote working with the expectation of occasional in-person collaboration.
- The role will include, but is not limited to: regular team meetings, brainstorming sessions, content strategy discussions, filming, editing and account management with flexibility around other Relay activities as needed.
- The role will be responsible to The Stream Collective's **Creative Lead**, who will also line manage them, ensuring structured guidance and professional development. However, the Relay+ worker will have a **UCCF supervisor** who will have ultimate pastoral responsibility for them.



- **The Stream Collective will cover reasonable expenses** for travel and sustenance when required to attend in-person meetings. Estimated costs range from **£1000 per year for London-based workers** to **£2500 for those based elsewhere**.

BENEFITS FOR THE RELAY+ WORKER?

- **Developing skills and experience** in digital evangelism, storytelling, content strategy, filming, editing and audience engagement.
- **Exposure to the social media and digital marketing industry**, a highly competitive field.
- The role can be **tailored to the individual**, with opportunities in content planning, account management, filming and video editing, and copywriting.
- **Hands-on involvement** in building and managing social media campaigns, optimizing content for engagement, analysing digital trends and appearing in content.
- **Mentorship and training**, equipping the worker with employable skills in a creative, faith-centred environment.
- **End-of-year review, CV advice, and professional reference** to enhance future employment prospects.

BENEFITS FOR THE STREAM COLLECTIVE?

- **Fresh insights into student engagement trends**, ensuring our digital content remains relevant and impactful.
- An **opportunity to train a committed Christian** in social media management and digital evangelism for future service in Christian or secular media industries.
- Strengthening **our partnership and connection with UCCF**, enhancing our engagement with student mission and growing our reach among Christians at UK universities.
- **The opportunity** to increase our current capacity with the addition of a Relay+ worker for two days a week.

BENEFITS FOR UCCF?

- **Direct input into our social media strategy**, ensuring content effectively supports student mission.
- Potential for The Stream Collective's resources and expertise to support UCCF's digital outreach efforts.
- Diversification of the **Relay+ program**, providing valuable professional experience while maintaining a mission-focused approach.



- **An additional Relay Worker engaged in a specialized digital ministry**, expanding UCCF's reach in online spaces.
- **A designated point person** for social media-related projects and collaborations.
- **Deeper insight into digital engagement strategies**, benefiting UCCF's broader communications approach.

DRAFT ROLE DESCRIPTION

The **Relay+ Social Media Assistant** will support the work of the **creative team** in developing and managing content for various social media platforms, alongside the production of a short film series designed to help GenZ's explore the gospel.

KEY RESPONSIBILITIES

- Assist in the **planning, creation, and scheduling** of content across social media platforms, including Instagram, YouTube and TikTok.
- Support the development of engaging content, including graphics, video clips, and written posts.
- When required, attend meetings and filming sessions with the **Creative Lead**.
- **Monitor social media trends** and contribute fresh ideas to enhance online engagement.
- Write compelling **captions, posts, and social media copy** tailored to a Gen Z audience.
- Work alongside the **Creative Lead** and team to review engagement and optimize content strategy.
- Participate in brainstorming sessions, **providing creative input** on new projects and campaigns.
- Help with **community management**, responding to comments and messages to foster audience engagement.

DESIRED SKILLS & ATTRIBUTES

- **Passionate about digital communication** and its role in engaging today's culture with the Gospel.
- **Social media experience**, with the ability to craft engaging content and a good eye for content that will land with our audience.
- **Creative mindset**, with a keen eye for compelling visuals and storytelling.
- **Collaborative team player**, able to contribute ideas and take initiative.
- **Organized and detail-oriented**, capable of managing multiple tasks efficiently.
- **Quick learner**, comfortable adapting to new tools and social media platforms.



- **Experience with video editing, graphic design, or photography** is a bonus but not essential.

