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Website: www.linguaechristi.org

Digital Communications Team

2-30 July 2022

Essential Information

This is a virtual student missions project with Linguae Christi. It is a Track One project and offers placement for a minimum of two students. The application deadline is 1 June 2022. Please [visit our website](#) to view projects within the categories of Business, Creation, Knowledge, Leadership, and Translation.

Programme Costs

\$250 (USD) or £180 (GBP) or €205 (Euro). Assistance with programme costs is available.

Competencies and Academic Credit

Participants should have some prior training, gifts, skills, or practical experience in (1) web design, (2) communications, (3) marketing, (4) creative writing, or (5) public relations. For students or educators who would like to receive or offer academic credit for this project, please view the [academic credit information sheet](#) on our website.

Rationale

"A picture is worth a thousand words" is an adage that is probably familiar to most of us. This sentiment has never been more true than in the digital age. Images, design, print, and sound communicate deeply and are central to our efforts to reach the hearts and minds of people. All of Linguae Christi's projects this summer are designed to help us to communicate well with people, both with Christians around the world as we invite them to pray, serve, and give, and with those who do not yet know Jesus as saviour, that we might share His Gospel more clearly with them.

This project contributes to this larger goal through assessing and optimising Linguae Christi's current website and web presence, which is used in mobilisation, education, ministry, and more.

Goals

1. That the Lord Jesus would be glorified in the industry and obedience of the participants in these programmes (Col. 3:17).
2. That the participants would develop a sense of missions calling and service through utilising their existing gifts, skills, interests, and fields of study and/or training.
3. That the participants would discover, learn and grow in their:
 - Love and devotion to Christ
 - Knowledge of missions, missiology, and especially the work and mission of Linguae Christi
 - Understanding of themselves and their place in God's will and mission to the world
 - Ability to serve in a team setting
 - Ability to use their education, skills, talents, and interests for the sake of the Kingdom and to God's glory
4. That the participants in their teams and projects would produce "real world" resources with immediate and/or future applicability to the on-going ministry of Linguae Christi in the areas of mobilisation, education, and direct missionary engagement. These resources would not be possible or available were it not for these projects and participants.

Introduction

This team would examine various aspects of [Linguae Christi's website](#) in order to improve it. Our website is the primary means through which we interact with supporters and partners as well as potential volunteers and recruits for service on-field. It is an essential step to move the mission and ministry forward. The

website assists us in three primary areas:

- 1. Mobilization:** The website should assist Linguæ Christi in mobilisation in three areas: Prayer, Personnel, and Provision. This team would assess and develop the current website in order to optimise its effectiveness.
- 2. Education:** Linguæ Christi is involved with direct missionary activity among some of the most obscure and least known people groups in Europe. Education is a constant need. The website is often the first stop for people who want to learn more about us and our work. It is also a means of communication with the broader Christian community regarding the spiritual and other needs of the people groups to which Linguæ Christi is specifically called. Furthermore, the website can assist in the development of training materials for field personnel serving among these language groups.
- 3. Direct Engagement:** It is Linguæ Christi's desire to develop the website and perhaps separate, new websites that can be used directly in evangelism and discipleship among the various language groups.

During orientation week, there will be specific tracks of direction, supervision, and planning time for projects. During this time together we would:

1. Identify the specific projects to prioritise
2. Delineate specific duties to individual members of the team and
3. Develop time-specific action plans, goals, and objectives in order to produce the desired materials.

Assignment

This project is divided into three tasks:

- 1. Analysis:** The team will begin by making a detailed analysis of our current website with three aspects of the site's effectiveness in mind:
 - Accuracy. Does the website display accurate information about Linguæ Christi and its mission with precision and clarity?
 - Relevancy. Does the website display relevant information about Linguæ Christi and its mission for both static and time-specific posts and pages?
 - Efficacy. Does the website clearly convey information about Linguæ Christi and its mission to its intended range of audiences?
- 2. Assessment:** This team will then make a thorough assessment of the current status of the website. This assessment would take into account the website as it stands on its own, but also in comparison and contrast with websites of similar organisations who are effective with their internet presence. The assessment would include a comprehensive list of practical suggestions for improvement, including the redesign of any pages, best practice recommendations, or changes to dynamic content.
- 3. Action:** The assessment will be reviewed with Linguæ Christi personnel to decide which changes are to be implemented. The team would then make these changes to the design of the website.

How to Apply

Please visit Linguæ Christi's website to access our [interest form](#). Applicants will then receive access to an application form, including references and, where relevant, examples of their work. Face-to-face interviews via video calls may be required for specific placements. Please contact us at info@linguaechristi.org for more information.