

A worshipping, growing and transforming Christian presence at the heart of every community

DIGITAL COMMUNICATIONS OFFICER

Grade / Salary: £29,337 – £35,032 FTE (Diocesan Pay Scale Band 4.1 – 4.3)
Pro-rata for part time

Hours of work: 28 hours (Part Time) or 35 hours (Full Time) per week

Normal place of work: Church House, 90 Deansgate, Manchester M3 2GH

Term: This is a 12-months fixed-term contract (Maternity Cover)

Purpose

The role of Digital Communications Officer is to help parishes and deaneries grow by equipping them to engage confidently with their communities through digital and social media. The post holder will also contribute to wider work maintaining the Diocesan digital presence.

Accountability & Key Relationships

The post is line managed by the Communications Manager. The post holder has key working relationships with members of the diocese at all levels.

Key Tasks

- Equip parishes to produce high-quality, imaginative communications that engage with people in their local area. Provide advice to parishes on generating content and using an appropriate tone of voice for digital communications.
- Produce content that would include eye-catching photography, short videos and stories that demonstrate the diversity and interest of the life of local Christian communities and encourage people to be part of it.
- Manage, as part of the diocesan communications team, diocesan social media and digital channels on a day-to-day basis, including a range of Facebook groups, sharing in evening and weekend cover as necessary. Advise on new areas of opportunity for engagement.

- Generate digital content, podcasts, video and infographics to support the diocesan vision of being a worshipping, growing and transforming Christian presence at the heart of every community
- Create video content from first concept to finished product. Take a brief and develop, ensuring that different voices contribute to a coherent narrative
- Provide regular analytics reports on diocesan channels and update the Communications team on new digital and social media trends and developments
- Support churches to balance in-building and online mission, as they transition into the post-Covid environment
- Provide social media training and advice to clergy, laity and parishes as needed

This is an office-based role that involves some travel throughout the Diocese to provide training and to capture video content. During the current pandemic, local restrictions will apply.

Some evening and weekend work will be required for which time off in lieu will be given.

Person Specification

Key: (AF) Application Form; (I) Interview; (T) Test

	Essential requirements	Desirable requirements	Method of assessment
Qualifications			
Educated to A-Level standard or equivalent		D	AF
Experience			
Experience of planning, coordinating and producing effective and creative digital communications for a variety of audiences	E		AF/I
Experience of planning, filming and editing video content from first concept to finished video with subtitles and sharing on digital and social media	E		AF/I
Experience of creating engaging designs using one or more of the following: Photoshop, Illustrator or Canva	E		AF/I
Experience of working with and motivating volunteers		D	AF/I
Experience of devising and delivering workshops or training sessions, or providing mentoring and support to individuals		D	AF/I
Experience of using content management systems to create website content		D	AF/I
Knowledge and skills			
Ability to create maximum engagement through various media and good interpersonal skills	E		AF/I
Experience of using DSLR equipment (or similar) for filming, and professional video editing software (e.g. Adobe Premiere or DaVinci Resolve) for producing video content	E		AF/I
Ability to create digital content including graphics, podcasts and video	E		AF/I
Good written skills and the ability to turn complex information into a user-friendly format	E		AF/I
Ability to work in a coaching / mentoring style and an appreciation of the constraints of parish resources, both financial and human, in terms of what can be realistically expected and achieved.	E		AF/I
An appreciation of the impact that media law, safeguarding sensitivities, and data protection	E		AF/I

have on our communications			
Sympathy with the aims and values of the Church of England and an appreciation of the importance of promoting inclusion and diversity	E		AF/I
Ability to work on multiple projects at the same time and manage own workload effectively, ensuring work adheres to strategic goals of the diocese	E		I
Ability to create meaningful reports from analytics data that help shape future work		D	AF/I
Ability to devise and deliver training and workshops for a range of audiences		D	AF/I
Work related Circumstances			
Willing to work flexibly, including weekend meetings and events – with notice	E		I
Willingness to travel to meetings	E		I
Full driving licence and use of own car for work purposes**	E		AF

**Whilst this post has a driving licence and use of own car as essential, the job could be designed to use public transport where a candidate requests a reasonable adjustment. Mileage is reimbursed for business miles. Parking is refunded on days when the post holder needs to go from the office to a meeting.

Summary of Terms & Conditions of Employment

Employer: Manchester Diocesan Board of Finance (MDBF)
Line Manager: Communications Manager
Probation: Appointments subject to a 6-month probationary period
Location: The post is based at Church House, 90 Deansgate, M3 2GH. Currently remote working is in place with some flexibility required.
Hours: 28 or 35 hours per week, Flexi Time policy in place
Annual Leave: 22 days plus Public/Bank holidays and 3 church days, (pro-rata for part-time)
Pension: The MDBF offers membership of the Church Workers Pension Fund– Pension Builder Classic product

Closing Date: Noon, Tuesday 2nd March 2021

Completed applications should be submitted to jobs@manchester.anglican.org.

For any queries about the post or an informal conversation, please contact Ann Mummery on 0161 828 1470 or annmummery@manchester.anglican.org.

Interview date: Tuesday 16th March 2021