DIOCESAN BOARD OF FINANCE

Job Description and Person Specification

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| **JOB TITLE:** | **Digital Engagement Officer** |
| **TEAM:** | Communications Team |
| **DURATION** | Permanent |
| **LINE MANAGER:** | Reporting to Director of Communications & Engagement; working closely with the strategic programme team |
| **RESPONSIBLE FOR:** | Not Applicable |

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| **JOB PURPOSE** |
| The purpose of the Digital Engagement Officer is to support the Diocese of Salisbury’s new vision “**Making Jesus *Known”****,* building engagement and enthusiasm across Dorset and Wiltshire. This post requires some “out of hours work”, for which time off in lieu is offered, as well as some travel (reimbursed) around the Diocese to engage individuals and communities. |

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| **DUTIES AND RESPONSIBILITIES** |
| 1. **Build engagement** with stakeholders across the Diocese with the new vision and plan.    1. Work with the Director of Comms and staff supporting the strategic program, to **build understanding of the Diocesan Vision and Strategy**, as a program and series of projects, with its planned outputs and outcomes.    2. **Build relationships** with and understand the context of those working in mission and ministry across the program.    3. Support and resource **opportunities to reach new communities** and all generations as the church seeks to engage more fully with the diversity of people living in the diocese.    4. Be creative in **interpreting the vision and plan** to the church in community and promote a culture of curiosity.    5. Build creative **digital campaigns which support community engagement** with the priorities of the new vision. 2. **Create and deliver lively and engaging content,** including video, podcasts and social media campaigns to help bring the Diocesan Vision to life and increase engagement with it throughout Diocese. 3. **Communicate the work and vision of the Diocese**, including local churches and the National Church to internal and external audiences via a range of communication channels, including face-to-face presentations and events. 4. **Recognise and identify stories** with audience value which underpin the Diocese Vision and turn them into content appropriate for use with a variety of audiences. 5. Lead on and **manage Diocesan social media accounts,** working with the communications and events officer**,** including Instagram, Facebook, Twitter and LinkedIn, creating and curating appropriate content to align to our Vision and priorities, and produce regular analytics to measure engagement. 6. Manage schedule and deliver agreed **campaigns content** across all digital platforms, observing our tone of voice and using our visual identity assets correctly. 7. Working the internal communications and events officer, **edit and update the diocesan website** and ensure it is a key resource to clergy and office holders across the diocese. |

This document indicates the general level of responsibility and overall aims/outcomes of the position. The above is not an exhaustive list of activities and responsibilities. You will be expected to perform relevant activities, as necessitated by your role, to meet the aims and the overall objectives of the organisation.

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| **ADDITIONAL INFORMATION** |
| The post holder must always undertake activities in accordance with legislative and regulatory requirements.  The post holder must always carry out their responsibilities with due regard to the DBF Equal Opportunities Policy and be vigilant in complying with Health & Safety regulations to maintain a safe and secure working environment.  In addition, the post-holder will need to be able to travel within the Diocese and be available to attend events outside normal working hours on a “time off in lieu” basis. |

Person Specification

| **Attributes** | **Essential** | **Desirable** |
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| **Qualifications & Training** | * + - Educated to at least A level with further qualifications in relevant field, and at least 3 years relevant experience in communications or marketing field.     - Holds clean driving licence. |  |
| **Experience** | * + - Experience of devising and implementing digital marketing campaigns.     - Experience of creating and editing digital content for different channels and for different audiences, using relevant software including Adobe Creative suite.     - Experience at creating and editing video content using Adobe Premiere Pro.     - Experience of using Adobe InDesign to design posters and brochures for print and online.     - Experience of working with external agencies and volunteers.     - Experience of writing and content for web and social media platforms and e-bulletins.     - Experience of website content management systems.     - Experience of monitoring analytics for web and social channels and producing regular monthly reports for senior leadership. | * + - Market research experience useful. |
| **Competencies** | * + - Excellent oral, written, and visual communication skills.     - Able to present to and engage with a diverse range of stakeholders as a representative of the Diocese.     - Excellent IT skills, including use of Microsoft Office and Adobe Cloud Creative suite, with advanced skills in Adobe InDesign and Adobe Premiere Pro. * Working knowledge of the structures and ethos of the Church of England. * Able to use analytics to measure digital engagement and adjust strategies and campaigns accordingly. |  |
| **Behavioural Requirements** | * Self-motivated, flexible, and capable of organising and prioritising, working independently whilst also being part of the wider team, and working to deadlines. * Professional, calm demeanour always, driven by a desire to support and serve. * Aware of need to maintain confidentiality and respond sensitively to difficult issues. * Able to work effectively with volunteers, recognising their unique contribution to the life of the Church. * Willing and flexible to work out of hours for specific events, with time claimed in lieu. * Sympathetic to the aims and ethos of the Church of England |  |

**Employee Name: Line Manager Name:**

**Signature: Signature:**