

BLACKBURN DIOCESAN BOARDS OF EDUCATION AND FINANCE

DIGITAL RESOURCES AND SOCIAL MEDIA ASSISTANT

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title	DIGITAL RESOURCES AND SOCIAL MEDIA ASSISTANT
Employed by	Blackburn Diocesan Board of Education and Blackburn Diocesan Board of Finance
Reporting to	Director of Education (2.5 days) Diocesan Secretary (2.5 days)
Closing Date	Friday 19 August 2022
Interview Date	Friday 2 September 2022
Start Date	As soon as practicable
Salary	£19,530 per annum
Hours of work	35 hrs per week Occasional evening and weekend working will be required for which time off in lieu will be given.
Annual Leave Allowance	25 days + bank holidays (plus 1 day per year for length of service up to a maximum of 5 additional days)
Pension	Member of the Royal London Pension Scheme, 10% Employer contribution; 2% minimum employee contribution
Base	Clayton House, Walker Office Park, Blackburn, BB1 2QE

Job Summary
<i>This role will create ways to connect with people and partner organisations across the diocese through social and digital media platforms. This digital work will include the development of creative content; providing support and creating ways to engage digitally across the diocese with children and young people, those who work with children and young people, church leaders, church members, schools and people from outside the church.</i>

	Main Duties
1	To develop the work of the Board of Education/Diocese of Blackburn in relation to digital media and resources with children's and youth work in parishes and schools.
2	To assist in the development of social media and digital resources for engagement with churches and church leaders in the Board of Education/Diocese of Blackburn.
3	To regularly create and repurpose video content for missional goals.
4	To engage with our users and organisations through comments and moderation.
5	To be responsible for social media planning and scheduling
6	To assist in the monitoring of all Diocesan digital channels, providing reports on engagement and contributing to plans to drive growth .
7	As part of a team, to create new and innovative content – including video and audio content - via various media platforms (Facebook, YouTube, Podcasts, TikTok, Twitter etc).
8	As part of a team, to create resources for children and young people in supporting the Board of Education; for all ages when supporting the Board of Finance and sharing these resources effectively across the diocese and beyond.
9	To post faith stories and update of highlights on social media channels
10	To assist with the review of websites; ensuring that pages are up-to-date including relevant and engaging news stories, information, resources and events.
11	Run regular social competitions
12	Generate original and creative ideas for social and digital content to achieve missional growth, depth of discipleship, the formation of leaders and engagement with children and young people
13	To create and develop graphics for use in resource materials, publicity, and publications.
12	To work alongside and support the Diocesan Communications Manager and Digital Media and Resource Manager as appropriate.

PERSON SPECIFICATION

Attributes	Essential	Desirable
Qualifications and Training	<p>Educated to a Degree or Diploma level or currently working towards this.</p> <p>English and Maths at GCSE C or 5 grade or above</p>	<p>Degree in Social Media; Digital Marketing; Digital Communications/Public Relations or similar</p> <p>Membership of a professional organisation such as the Chartered Institute of Public Relations or Chartered Institute of Marketing</p>
Experience and skills	<p>Experience of social media, including how to create and write content, a variety of platforms, how they work, how to improve reach, ways to encourage interactions and how to create and establish campaigns.</p> <p>Competency in WordPress, Premiere, InDesign and Photoshop or similar software with the ability to transfer skills</p> <p>Knowledge of how to use social media for company promotion and increase user engagement</p> <p>The ability to adapt the tone of voice seamlessly to suit the target demographic</p> <p>Accurate administration and IT skills, including extensive knowledge of Microsoft Office applications</p> <p>Ability to work on own initiative within the parameters of the role</p> <p>Good standard of written English and attention to detail.</p>	<p>Knowledge of the Church of England traditions, structures and organisation</p> <p>Experience of working with children and young people (including in a church context)</p> <p>Experience of working with churches and church leaders</p> <p>Ability to write news and feature-based stories for publication</p> <p>Experience in Google Analytics</p> <p>Experience of analysis of data to shape social media campaigns</p>

<p>General Attributes</p>	<p>Self-motivated and able to think creatively, generate ideas, and a willingness to act on own initiative</p> <p>Ability to express faith in work to engage people of all ages</p> <p>Good interpersonal skills; being able to give and receive clear information</p> <p>Friendly and approachable and an ability to appropriately build relationships</p> <p>Understanding of safeguarding practices</p> <p>Flexible and co-operative team worker</p> <p>Ability to work efficiently and accurately under pressure and to prioritise tasks</p> <p>Commitment to developing and growing in the role</p> <p>Willingness to work flexibly and outside office hours as required</p>	
<p>Circumstances</p>	<p>Enhanced DBS clearance (A DBS Check will be carried out prior to the appointment being made).</p> <p>A committed Christian with a lively faith, active in a member church of Churches Together in in Britain and Ireland, Evangelical Alliance or The North West Partnership.</p> <p>Full driving license and access to a car or demonstrable alternatives available.</p>	<p>Understanding of the breadth of theologies and traditions in the Anglican church.</p> <p>Willingness to explore a variety of expressions of worship</p>

The Board of Education is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All post holders and volunteers are expected to share this commitment

The Board of Education and Board of Finance believes that diversity enables us to thrive and develop and is committed to race equality, welcoming application from those of Black and Minority Ethnic backgrounds