**Blackburn Diocesan Board of Finance Ltd**

**Job Description**

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| **Job Title:**  **Salary:**  **Hours:**  **Location:**  **Responsible to:**  **Responsible for:** | Digital Resources Officer  £15,103.92 per annum (£25,173.20 FTE)  21 hrs per week. Schedule to be agreed. Occasional evening and weekend working will be required for which time off in lieu will be given.  Diocesan Offices, Clayton House, Walker Office Park, Blackburn BB1 2QE  Making Disciples Coordinator  *Supporting the development and delivery of engaging discipleship resources for****Fruitful****, our diocesan discipleship app. You will work collaboratively with paid staff and volunteers to create digital content.* |

**The Diocese of Blackburn**

The Diocese of Blackburn represents the Church of England in most of Lancashire and part of Wigan Metropolitan Borough, covering an area of 878 square miles with a population of 1.3 million.

The Diocese has a clear Vision - “Vision 2026” - to see healthy churches that transform their communities. It lays out four ways in which this over-arching goal can be achieved: Making Disciples, Being Witnesses, Growing Leaders and Inspiring Children and Young People. All that we do as a diocese is focussed on the delivery of Vision 2026. To make disciples we are raising levels of prayer, helping regular patterns of bible reading to be established and encouraging generous giving of time, talents and treasure. To be witnesses, many parishes are setting up new local congregations at different times and in different places to reach out to new groups of people as well as showing God’s love in action through projects that meet a local human need. New leaders are emerging as we seek to enable and equip those God is raising up in our midst for lay and ordained ministry and our focus on children and young people is enabling creative thinking to raise up a new generation for Jesus Christ.

As 2026 is next year, we are in the process of refreshing our diocesan vision looking ahead to 2033 as a focal year. Growing deeper disciples of Jesus will continue to be a priority under the new vision.

**Main Purpose and Scope of the Post**

*This exciting part-time role will support the work of the****Making Disciples****team, one of the four key strands of Blackburn Diocese’s Vision 2026: healthy churches transforming communities. The team’s mission is to help churches across the diocese form and grow deeply committed disciples of Jesus Christ who confidently live out their faith in everyday life.*

*A key focus of this role will be supporting the development and delivery of engaging and meaningful discipleship resources for Fruitful, our diocesan discipleship app. You will work collaboratively with paid staff and volunteers to produce digital content that encourages individuals and churches to follow Jesus.*

*The role involves bringing creativity and innovation to how discipleship content is presented—experimenting with fresh formats, storytelling techniques, and interactive experiences that connect with a wide range of audiences. You will also contribute to crafting engaging digital pathways (such as social media teasers or attention-grabbing posts) that guide users toward the app’s more in-depth discipleship materials.*

*You should be confident in suggesting and trialling new digital approaches that enhance our existing communications, with a focus on supporting spiritual growth and connection across the diocese*

**Position in Organisation**

* Reporting to: Making Disciples Coordinator
* Responsible for: No reports
* Key colleagues: Archdeacon of Blackburn, Making Disciples Coordinator, Communications Director, Digital Resourcing Officers
* Hours of Work:  This role is part-time (21 hours), Schedule to be agreed but will include the occasional evening and weekend.
* Normal Place of Work: Diocesan Offices, Clayton House, Walker Office Park, Blackburn BB1 2QE

**Duties and Key responsibilities will include:**

1. **Fruitful App Content Creation and Development**

* Lead the production of fresh, engaging, accessible discipleship content for the *Fruitful* app, aligned with the Diocesan Vision.
* Create and edit multimedia content (graphics, video, audio, written) for use within the app and related platforms.
* Research and evaluate new tools and methods to enhance the app’s effectiveness and user experience.
* Be able to report in-depth on key metrics and analytics around engagement, to provide appropriate insight into the ongoing effectiveness of our work and to have an understanding of how to continually improve our digital offering.
* Maintain and update the app and its linked website, ensuring content is current, relevant, and discipleship focused.
* To proactively monitor Fruitful emails ensuring queries are answered appropriately and our channels are compliant with relevant requirements – such as Google Play and the Apple App Store.
* To suggest ways to market Fruitful more widely, including to young people, and contribute to the marketing of the app as required.

1. **Strategic Contribution**

* Through attendance and involvement in the meetings of the Archdeacon of Blackburn’s Making Disciples Team, developing an understanding of the other areas of discipleship identified within Vision 2026 and awareness of the resources and support available to parishes
* Contribute to the formation of a coherent digital strategy for Fruitful
* Proactively suggest innovative approaches to digital discipleship, particularly to engage younger and more diverse audiences.

1. **Collaborative Support**

* Work with other digital staff to align app communications with other diocesan communication strategies.
* Support the creation of digital content for diocesan social media, websites, and communications as needed.
* Attending all relevant training and diocesan meetings or other meetings as appropriate.
* Undertaking other tasks and specific projects as may reasonably be required.

Note, this job description does not form part of your contract of employment.

**Person Specification**

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|  |  | Assessed by | |
|  |  | Application | Interview |
| **Experience, knowledge, training and qualifications** | | | |
| 1. Educated to a Degree or Diploma level   English and Maths at GCSE C or 5 grade or above | E |  |  |
| 1. Experience with the creation and generation of podcasting and video content, including planning, recording and editing. | E |  |  |
| 1. Proficent in using digital content creation tools, such as website platforms, graphic design software (including Canva, Adobe Creative Suite), and video/audio editing tools | E |  |  |
| 1. Working knowledge of web design principles, with the ability to use creative software to produce high-quality visual and multimedia content. | E |  |  |
| 1. Understanding of social media platforms and how to use them effectively to engage with young adults; promoting content, increasing engagement, and interpreting data insights (e.g., analytics and website usage). | E |  |  |
| 1. Strong administrative and IT skills, including advanced proficiency in Microsoft Office applications (Word, Excel, PowerPoint, Outlook | E |  |  |
| 1. A committed Christian active in a member church of Churches Together in Britain and Ireland, Evangelical Alliance or The North West Partnership | E |  |  |
| 1. Experience contributing to the development of digital and marketing strategies, including identifying target audiences, shaping messaging, and aligning content with organisational goals. | D |  |  |
| 1. Experience of shaping a media campaign within a Christian organisation | D |  |  |
| 1. Knowledge of the Church of England traditions, structures and organisation | D |  |  |
| **Personal qualities** | | | |
| 1. Able to work within the culture and mission of the Church of England across the range of church traditions. | E |  |  |
| 1. Flexible and adaptable; able to identify opportunities and potential solutions in a variety of contexts. | E |  |  |
| 1. Excellent ‘people’ skills; able to quickly establish credibility and respect and build strong working relationships.  Able to work effectively with internal teams and colleagues and external groups and individuals. | E |  |  |
| 1. Proactive self-starter with initiative and the capacity to work with minimal supervision. | E |  |  |
| 1. Excellent time management skills.  Self-motivated and well-organised; able to work efficiently and effectively in meeting deadlines. | E |  |  |
| 1. Commitment to continuing professional development. | E |  |  |
| 1. Strong personal code of ethics, integrity, diversity and trust. | E |  |  |
| 1. Full driving licence and willing and able to travel across the diocese. | E |  |  |
| 1. Willing and able to work some evenings and occasional weekends | E |  |  |

**Outline of Terms and Conditions**

**Employer**: Blackburn Diocesan Board of Finance

**Contract type: Fixed Term for 2 years**

**Salary:**  £15,103.92 per annum

**Hours**: This role is part-time (21 hours) but will include some evenings and weekends and the post holder will be required to work occasional additional hours as to meet the reasonable requirements of the role. The post holder will be entitled to time off in lieu for attending meetings outside normal office hours, which will include evenings and occasionally weekends.

**Location**: The post holder will be based at the Blackburn Diocese Board of Finance, Clayton House, Walker Office Park, Blackburn, BB1 2QE. The nature of the role requires regular travel around the diocese, and sometimes beyond. A smartphone and laptop will be provided to assist remote working.

**Pension:** The default for staff is a Royal London Pension Scheme, 10% Employer contribution 2% minimum employee contribution. Clergy can opt into the Church of England Clergy Pension Scheme via a salary sacrifice. Details of this are available on request.

**Annual leave**: The full-time entitlement is 25 days (not including statutory bank holidays) in the first year of employment rising by 1 day per completed calendar year up to a maximum of 30 days per year.  This is pro rata for part time employees.  The holiday year runs from 1 January to 31 December.

**Probationary period**: The appointment is subject to the satisfactory completion of a six-month probationary period.

**Notice Period:** During the probationary period, four weeks’ notice is required on either party. Thereafter you will be required to give twelve weeks’ notice should you wish to resign.

**Expenses:** Working expenses are paid at the diocesan rates.

**Employee Assistance Programme:** Employees of the BDBF are entitled to the Medicash Employee Assistance Programme following their second month of employment. Medicash is available to all employees whose contracts exceed 3-months from their continuous start date.

**Right to work**: The post-holder must have the right to reside and work in the UK.

**Diversity - The Diocese of Blackburn believes that diversity enables us to thrive and develop and is committed to race equality, welcoming applications from UK Minority Ethnic/ Global Majority Heritage backgrounds**

**The Diocese of Blackburn 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.**