

Blackburn Diocesan Board of Finance Ltd

Job Description

Job Title:	Digital and Media Officer
Salary:	£24,440 per annum
Hours:	35 per week
Location:	Diocesan Offices, Clayton House, Walker Office Park, Blackburn, BB1 2QE
Responsible to:	Communications Manager

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 is made up of two archdeaconries, Blackburn and Lancaster, with a total of fourteen Deaneries. There are 281 Churches, comprising around 226 parishes, with around 250 clergy (c. 200 stipendiary) and 230 licensed Readers.

Summary

In line with our Vision 2026 aims, the person fulfilling this role will coordinate and produce digital content for the DBF, as well as creating ways to engage digitally with people across the diocese; helping those who work in churches to make disciples, be witnesses, grow leaders and inspire children and young people.

This digital evangelism work will include the development of creative content; enhancing existing digital channels and creating new opportunities online for engagement with the Christian message.

You will be expected to be able to innovate in creating ways to connect with people and partner organisations across the diocese through social and digital media platforms; with the confidence and ability first to suggest and then to trial fresh ways of working digitally to appropriately enhance all our existing communications work.

Key responsibilities

1. To develop, oversee and assist in the development of fresh and compelling social media and digital resources and content for engagement with churches and church

leaders in the Diocese of Blackburn and to support them in promoting their activities to the wider world.

2. Review key metrics and analytics around engagement across the digital channels used by the diocese and contribute to the ongoing effectiveness of our work, suggesting ways to continually improve our digital offering.
3. Promote and support events and training delivered by the diocese through digital channels linked to the Events page on the Diocesan website and our office SharePoint calendar
4. Assist with the review of websites; ensuring pages are up-to-date and feature relevant and engaging news stories, information, resources and events.
5. Generate original and creative ideas for social and digital content and ensure our social media and digital resources meet KPIs and reflect wider missional goals
6. To oversee our engagement with and on all our social media platforms; optimising proactive and reactive content to build engagement and interaction; alongside the effective scheduling of social posts.
7. Contribute to strategy development discussions on the use of digital media/resources across the Diocese of Blackburn.
8. To proactively monitor all Diocesan digital channels to improve engagement
9. To contribute to plans to drive digital growth; engaging with and amplifying the social media footprint of our churches and assisting others in doing so.
10. To assist in the creation of images, graphics and film for use in resource materials, publicity and publications.
11. As part of the communications team and wider DBF staff team, assist other colleagues in creating digital content including video, vlogs, blogs, other posts and campaigns; all to promote the work of the diocese.
12. Work effectively with colleagues at all levels to ensure our digital media and resources and our social media work complements and supports the wider work of the diocese.
13. Work with the Diocesan Communications Manager and, as appropriate, with other digital staff in the Board of Education and wider diocese to effectively achieve our aims and objectives.

Generic responsibilities

1. Adhere to relevant Safeguarding, Child Protection and other relevant policies in the fulfilment of the role and maintain confidentiality where required.
2. Ensure that all health and safety instructions are followed, and care is taken to ensure safety for self and colleagues, reporting concerns immediately.
3. To keep up to date with the latest digital developments and innovations and current best practice.
4. This job description provides a guide to the duties and responsibilities of the post and is not an exhaustive list. The post holder may be asked to undertake any other relevant duties appropriate to the post. The job description may be amended over time but only in consultation with the post holder.

Person Specification

Attributes	Essential	Desirable
Qualifications and training	Educated to a Degree or Diploma level or currently working towards this. English and Maths at GCSE C or 5 grade or above	Degree in Social Media; Digital Marketing; Digital Communications/Public Relations/ Journalism/creative media/ visual communications or similar

<p>Experience and skills</p>	<p>Understanding of how to develop a digital media campaign.</p> <p>Working knowledge of and competency in WordPress, adobe packages or similar eg Davinci/Final Cut Pro</p> <p>Working knowledge of and competency in InDesign or similar</p> <p>Understanding of and proficiency with web design software and Adobe creation software</p> <p>Knowledge of how to use social media for an organisation and how to increase user engagement through analysis of data</p> <p>Knowledge of email marketing</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>Experience in Google Analytics</p> <p>Ability to adapt the tone of voice in posts or writing to suit the target audience.</p>	<p>Experience of shaping a media campaign within a Christian organisation</p> <p>Knowledge of the Church of England traditions, structures and organisation</p> <p>Experience of working with churches and church leaders of all ages.</p> <p>Ability to write news and feature-based stories for publication.</p> <p>Ability to present information clearly and succinctly in a group setting; such as in a meeting.</p> <p>Experience with the creation and generation of video content</p> <p>Knowledge of SEO/keywords</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>A creative thinker and innovator</p> <p>A strong communicator; being able to give and receive clear information</p> <p>Friendly and approachable with an ability to appropriately build relationships across all levels of the organisation</p>	<p>Confidence with dealing with a variety of stakeholders and stakeholder organisations</p> <p>Understanding of safeguarding practices in a church or school context</p>

	<p>Understanding of safeguarding practices in relation to children and vulnerable adults</p> <p>Flexible and co-operative team worker</p> <p>Ability to work efficiently and accurately under pressure</p> <p>Ability to effectively prioritise tasks</p> <p>Commitment to continuing professional development</p> <p>Willingness to work flexibly and outside office hours as required</p>	
Circumstances	<p>Enhanced DBS clearance (A DBS Check will be carried out prior to the appointment being made).</p> <p>Support for the Christian faith and the Church of England and its missional purpose</p> <p>Full driving licence and access to a car or demonstrable alternatives available.</p>	

Outline of Terms and Conditions

Employer: Blackburn Diocesan Board of Finance

Contract type: Permanent

Salary: £24,440 per annum

Hours: This is a full-time role based on a 35-hour working week, but the post holder may be required to work 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 may include evenings and 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 can 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 six-month probationary period two weeks' notice is required on either party. Thereafter you will be required to give six months' 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.