

About the National Church Institutions (NCIs)

The National Church Institutions comprises a wide variety of teams, professions and functions that support the mission and ministries of the Church of England in its vision to be a church, centred on Jesus Christ, for the whole nation - a church that is simpler, humbler, bolder.

We Include. You Belong.

Our Belonging and Inclusion Strategy aims for everyone in the National Church Institutions (NCIs) to feel that they belong, and are valued for who they are and what they contribute. Together, our people contribute in different ways towards our common purpose, whichever NCI they work in and whatever their background.

Living out our values in all that we do, we:

- Strive for **Excellence**
- Show **Compassion**
- **Respect** others
- **Collaborate**
- Act with **Integrity**

We believe our commitment to belonging and inclusion fuels our progress and drives us forward. The NCIs are a safe, inclusive workplace for people of all backgrounds and walks of life. We welcome applications from people of all faiths and of no faith. We want to encourage applications from a diverse group of people who share our values. Even if you have never thought about working for us before, if you have the skills and experience we're looking for then we would like to hear from you.

About the department

The Church of England's Digital Team was created in 2016 to develop the Church's approach to the web, social media and wider technological innovation. The team works to support teams across the Church in line with its wider vision and strategy, while identifying digital opportunities to engage new audiences with messages of the Church. Based in the Communications Team, it also works closely with Church House Publishing on national campaigns, such as Christmas and Easter. The team has developed a strong social media presence, transformed national websites and pioneered the use of technology such as voice and apps to help people grow in their faith.

What you'll be doing

As Junior Content Producer, you will join the Church's Digital team to create compelling digital campaigns that inspire faith and highlight the work of local churches. You'll produce engaging
November 2024

content—imagery, graphics, videos, and audio—managing projects from concept to delivery and ensuring consistent visual identity. This role requires creativity, motivation, and flexibility, including travel to various dioceses and churches across the country.

MAIN DUTIES AND RESPONSIBILITIES

Creative Design and Content Production

- Designing and editing imagery for use across digital and print platforms.
- Leading on creative campaign concepts (e.g., Christmas) to produce multi-channel content, including digital and print design, artwork, and print ordering.
- Developing and managing creative projects to produce engaging content, including responsibility for scoping, managing stakeholders (internal and external), and overseeing delivery.

Training and Development

- Assisting the Senior Content Producer with graphics training within the Communications department and, where relevant, across the wider Church and diocesan teams.

Brand and Visual Identity

- Collaborating with the Senior Content Producer to manage and develop our brand and visual identity across digital and print, building brand awareness and increasing brand value.

Digital Evangelism and Strategic Implementation

- Shaping and implementing the 2025-28 digital strategy with the Digital team to support the Church of England's mission.
- Working as a digital evangeliser, finding new and innovative ways to promote the gospel in a creative and engaging manner.

Website Development and Content Management

- Playing a key role in the successful development and deployment of the new multi-year, multi-phase Church of England website.
- Supporting the NCIs to ensure their work is communicated professionally across the main website, sub-sites, and third-party websites.

Reputation and Media Management

- Collaborating with the media team to ensure that video, graphic, and audio content is effectively used to support key messaging, enhance reputation, and respond promptly to any inaccuracies or potentially damaging comments.

Trend Awareness and Networking

- Keeping current with creative trends and developments to ensure that our digital and social media use remains timely and relevant; networking proactively with external organisations, forums, and stakeholders.

Analytics and Performance Monitoring

- Using analytics and other insights to evaluate the effectiveness of creative materials produced.

Out-of-Hours Social Media Monitoring

- Monitoring the Church of England's social media profiles as part of the out-of-hours team rota. This involves answering occasional emails from our agency either Monday to Friday evening or Saturday and Sunday, and you are only required to do this roughly every two months.

Your job description is intended to reflect your main tasks and areas of work, but is not exhaustive. Changes may occur over time and you will be expected to agree any reasonable changes to your job description that are commensurate with your banding and in line with the general nature of your post. You will be consulted about any changes to your job description before these are implemented.

About You

The Church of England is for everyone and we want to reflect the diversity of the community the Church serves across the whole country. Therefore, while of course we welcome all applications from interested and suitably experienced people, we would particularly welcome applicants from UK Minoritised Ethnicities (UKME)/Global Majority Heritage (GMH) and other under-represented groups.

Essential

Knowledge/Experience

- Proven ability and previous successful experience producing creative materials.
- Creative thinker with strong attention to detail who can deliver projects quickly.
- Passion for creating high-quality content for social media and understanding various ratios, formats, and placements on platforms such as X, Facebook, Instagram, and TikTok.
- Professional experience with Adobe Creative Suite, particularly in InDesign, Illustrator, and Photoshop.
- Ability to establish standards for graphics production across the organisation.
- Strong design and typography skills; able to undertake static graphics tasks effectively.
- Experience in managing complex digital projects and generating engaging content across diverse digital channels and media.
- Good understanding of the digital landscape and tools.
- Awareness and understanding of the Christian faith.
- Proficient in Microsoft Office and other industry-standard applications.

- Ability to build consensus and positive relationships within and across teams and departments.

Skills & Abilities:

- Excellent communication skills.
- Strong attention to detail, even when working at speed.
- Resilience under pressure, with the ability to manage tasks during busy periods.
- Capacity to think and act both strategically and tactically.
- Strong project management and organisational skills.
- Understanding the importance of meeting individual and team KPIs.
- Effective in working independently and as part of a core team, capable of collaborating on national campaigns.

Desirable

Knowledge/Experience

- Successful track record in growing online communities in size and engagement.
- Experience in filming with diverse talent, including high-profile leaders.
- Proficiency with After Effects and Premiere Pro.

Skills & Abilities:

- Ability to gain the confidence and trust of senior internal stakeholders through professionalism.
- Desire to bring more people to faith in Jesus Christ and deepen people's faith.
- Skilled in building strong working relationships with external audiences.

Vacancy Summary

JOB TITLE:	Junior Content Producer
NCI ENTITY:	Church of England Central Services
DEPARTMENT:	Communications
GRADE:	Band 5 Standard Point
SALARY:	£38,918 per annum
WORKING HOURS:	35
PRIMARY OFFICE LOCATION:	Church House, Westminster
HYBRID WORK ARRANGEMENTS:	Working in the office on Tuesday and Thursday
SUITABLE FOR FULL HOMEWORKING:	<input type="checkbox"/>
HOMEWORKING REQUIRED:	<input type="checkbox"/>
CONTRACT TYPE:	Permanent
IS A DBS CHECK REQUIRED? IF YES, WHICH LEVEL	<input type="checkbox"/> Select level of DBS Check required
IS A FAITH-BASED GOR APPLICABLE FOR THIS ROLE?	<input type="checkbox"/>
ORACLE POSITION CODE:	8028719
COST CODE:	50187
PARENT POSITION:	8017304