



THE CHURCH  
OF ENGLAND

NATIONAL CHURCH INSTITUTIONS

## ROLE PROFILE FOR SOCIAL MEDIA OFFICER

### 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

You will be working with the existing Social Media Manager. This role has an emphasis on creating content for a younger and more diverse audience and bringing our digital evangelism, discipleship and common good priorities to life through our various national channels and platforms. The role is also responsible for community management, day-to-day content creation and monitoring of key topics.

You'll work with the Church's multi-award-winning Digital Team to develop innovative and strategic social media content and campaigns that invite people to connect with their local church, encourage people to deepen their faith and share how the Church works for the common good in communities across England.

You will work to support the wider Communications department and teams across the National Church Institutions with social media usage across TikTok, Instagram, Facebook, Twitter, LinkedIn and YouTube, with a real passion for building engagement across all social media platforms.

### MAIN DUTIES AND RESPONSIBILITIES

1. Planning, curating, and scheduling daily content for our social media channels: Twitter, Facebook, Instagram, LinkedIn, YouTube and TikTok, ensuring a broad, high-quality mix of tailored content that meets our goals.
2. Co-ordinating social media campaigns to support the goals of various teams across the Church of England.
3. Liaising with content producers on social-first content.
4. Writing clear, simple and concise copy for the Church of England social media channels.
5. Acting as the social media community manager on the Church's social platforms, creating engagement and growing our following.
6. Monitoring our social media channels during working hours to ensure comments, complaints and queries are dealt with appropriately and in good time, identifying issues that need response or escalation.
7. Co-ordinating the out-of-hours rota for social media channels.
8. Identifying social media opportunities (such as campaigns, social trends, and awareness days) through horizon scanning.
9. Using our social media scheduling tool, Sprout Social, and its use across the Church of England.
10. Providing digital support for online and onsite events, particularly training courses and media conferences, including General Synod and national conferences.
11. Producing regular social media reports and insights, including identifying trends arising from social media feedback, sharing results with key stakeholders and using findings to inform future activity.
12. Developing and maintaining relationships with a range of internal and external stakeholders.
13. Contributing to team project planning and idea generation.
14. Occasional management of the team's shared mailbox.
15. Carrying out any other reasonable duties as required.

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 to 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

#### ***Skills/Aptitudes:***

- Excellent writing, copy-editing and proofreading skills – ability to write clearly without mistakes.
- Excellent digital skills, including industry standard tools, particularly digital channel management software such as content management systems (CMSs), social networks, evaluation and analytics tools, such as Sprout Social.
- Excellent interpersonal skills, building consensus and positive relationships within and across teams.
- Highly organised, and able to maintain this in a fast-paced environment.

#### ***Knowledge/Experience:***

- Experience working as a social media officer or equivalent role for a national organisation.
- Experience running digital and social campaigns for large organisations.
- Experience in social media community management.
- Track record of taking projects, ideas, and initiatives from concept to delivery.
- Awareness of social media trends and a clear understanding of the role of social media within digital marketing and communications.
- Understanding of the values and beliefs of the Church of England, and the varying views across the Church.

#### ***Personal attributes:***

- Comfortable and confident promoting the Church of England and faith in Jesus Christ in the digital public square.
- Understanding of the opportunities digital can bring to an institution like the Church of England.
- A desire to bring more people to faith in Jesus Christ and deepen people's faith.
- A team player with a can-do attitude, willing to pull together with colleagues at busy times.

## **Desirable**

### ***Personal attributes:***

- Able to demonstrate a resilient approach in the workplace
- Genuine enthusiasm for innovation in social media and keeping up to date with social media trends and best practices.

### ***Knowledge/Experience:***

- Knowledge of safeguarding best practice in community management

### ***Circumstances:***

- Able to occasionally travel within England to produce content from different dioceses, churches and other Church of England organisations. You may also be required to assist with social media and website training from time to time.

## Vacancy Summary

<b>JOB TITLE:</b>	Social Media Officer
<b>NCI ENTITY:</b>	Church of England Central Services
<b>DEPARTMENT:</b>	Communications
<b>GRADE:</b>	Band 5      Standard Point
<b>SALARY:</b>	£38,918
<b>WORKING HOURS:</b>	35
<b>PRIMARY OFFICE LOCATION:</b>	Church House, Great Smith Street, London, SW1P 3AZ
<b>HYBRID WORK ARRANGEMENTS:</b>	2 days a week to work in office with the team
<b>SUITABLE FOR FULL HOMEWORKING:</b>	<input type="checkbox"/>
<b>HOMEWORKING REQUIRED:</b>	<input type="checkbox"/>
<b>CONTRACT TYPE:</b>	Permanent
<b>IS A DBS CHECK REQUIRED? IF YES, WHICH LEVEL</b>	<input type="checkbox"/> Select level of DBS Check required
<b>IS A FAITH-BASED GOR APPLICABLE FOR THIS ROLE?</b>	<input type="checkbox"/>
<b>ORACLE POSITION CODE:</b>	8017307
<b>COST CODE:</b>	50187
<b>PARENT POSITION:</b>	Social Media Manager