



THE CHURCH  
OF ENGLAND

NATIONAL CHURCH INSTITUTIONS

## ROLE PROFILE FOR SOCIAL MEDIA MANAGER

### 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 collaborates with and supports teams and departments 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 Social Media Officer, to create content for a variety of audiences across our social media channels, with an emphasis on content for a younger and more diverse

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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 overseeing the strategy and implementation for our national community management, content creation and messaging monitoring.

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 and reaching new audiences.

Reporting to senior leaders, you will create sentiment and scale analysis on a range of topics to use insights to inform national response and strategy.

## **MAIN DUTIES AND RESPONSIBILITIES**

### **Strategy and campaigns**

1. Develop content and platform strategy to better reach, and grow our social media audiences.
2. Advise key stakeholders on social media strategy to aid crisis management.
3. Research development of platforms and trends to accompany our strategy.
4. Work with colleagues at Lambeth Palace and Bishophorpe on content strategy and communicate Church of England content plans.
5. Work with Head of Digital on paid social requirements for key campaigns, and advise key stakeholders on paid social strategy, managing paid social invoicing.

### **Content creation and management**

1. Plan, curate, and schedule daily content for our social media channels, ensuring a broad, high-quality mix of tailored content that meets our goals.
2. Liaise with content producers on platform-specific, social-first content.
3. Liaise with external freelancers and influencers to provide social media content and develop partnerships that will grow awareness of and engagement with the Church of England.
4. Write clear, simple and concise copy for the Church of England social media channels.
5. Co-ordinate social media campaigns to support goals of teams across the Church of England.
6. Sign off routine posts created by others for the national social media channels, ensuring posts do not contain mistakes, adhere to house style, and do not present any reputational risks.

### **Social media monitoring and community management**

1. Work with the Social Media Officer, coordinating and implementing social media community management, creating engagement and growing our following.

2. Monitor our social media channels during working hours to ensure comments, complaints and queries are dealt with appropriately, identifying issues that need response or escalation.
3. Co-ordinate the out of hours rota for social media channels.
4. Manage relationship with out of hours monitoring agency – informing them of upcoming crises and content.

### **Insights and reporting**

1. Identify social media opportunities through horizon scanning.
2. Provide Head of Digital, and other key stakeholders, with regular sentiment updates on a variety of topics – to inform, and direct ongoing content publication.
3. Produce regular analysis of weekly online service figures.
4. Produce regular social media analytics and insights, using findings to inform future activity.
5. Provide insight to National Safeguarding Team of relevant online activity that might need specialist support.

### **Scheduling tool management and training**

1. Manage our social media scheduling tool, Sprout Social, and its use by colleagues.
2. Liase with Sprout Social to implement new features and review requirements to current subscription.
3. Train colleagues on use of Sprout Social.

### **Other**

1. Develop relationships with influencers and micro-influencers to create social media content.
2. Contribute to team project planning.
3. Carry out any other reasonable duties as required.
4. Provide digital support for online and onsite events, including General Synod

### **Staff Management and Supervision**

1. You will line manage the Social Media Officer.
2. You may be required to manage external agencies, contractors and freelancers.

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**

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

- Exceptional writing, copy-editing, and proofreading skills, ensuring clear, flawless communication without any errors.
- Excellent digital skills, including expertise in industry standard tools, particularly digital channel management software, social networks, evaluation and analytics tools, such as Sprout Social.
- Excellent interpersonal skills, adept at building consensus, building and fostering positive relationships within across various teams.
- Proven ability to communicate and put messages across to diverse audiences - in person and across digital platforms - tailoring messaging to engage and resonate with each target group.
- Highly organised, and able to maintain organisation and prioritisation skills in a fast-paced environment.
- Creative thinker with a strategic mindset, able to craft compelling content and develop innovative solutions.

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

- Experience of working as a social media manager or equivalent role for a large, national or international organisation.
- Experience of running digital and social campaigns for large organisations.
- Experience of social media community management, maintaining resilience while dealing with the volume of messages and difficult conversations that arise while working at a large organisation.
- Track record of taking projects, ideas and initiatives from concept through to delivery.
- Awareness of social media trends and 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 of Christianity in general.
- Understanding of the structures of the Church of England and National Church Institutions (NCIs)
- Experience in line managing and proactively supporting junior colleagues through their work cycle – including probation, PDRs and 1:1s.

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

- Comfortable and confident promoting the Church of England and faith in Jesus Christ in the digital public square.
- 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**

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

- Professional digital experience (adhering to a sign-off process, using content management systems and social media publishing, scheduling and reporting tools).
- 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 practice.

***Circumstances:***

- Able to occasionally travel across the country to produce content from different dioceses, churches and other Church of England organisations. You may also be required to assist with social media training of colleagues and other stakeholders.
- This is a hybrid position, and you will be expected to attend office days twice a week – currently established as Tuesdays and Thursdays. This arrangement is subject to business needs and a Hybrid Working Policy.
- This role requires occasional monitoring of emails from our out of hours agency as part of rota with the rest of the digital team, covering either 5-10pm Monday to Friday or 8am-10pm Saturday and Sunday roughly once every six weeks, advising on and escalating issues if necessary.

## Vacancy Summary

<b>JOB TITLE:</b>	Social Media Manager
<b>NCI ENTITY:</b>	Church of England Central Services
<b>DEPARTMENT:</b>	Communications
<b>GRADE:</b>	Band 4     Standard Point
<b>SALARY:</b>	£46,577
<b>WORKING HOURS:</b>	Normal hours of work are 35 per week, Monday to Friday with an hour's unpaid break for lunch
<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, Tuesdays and Thursdays
<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>	8101054
<b>COST CODE:</b>	50187
<b>PARENT POSITION:</b>	Senior Digital Communications Manager