

JOB DESCRIPTION

Communications Assistant

Reporting to:	Head of Communications
Location:	Old Cathedral School, Cathedral Close, Truro TR1 2FQ. Office based with some working from home permitted.
Standard Working Hours:	35 hours per week
Salary:	£24-25,000 per annum depending on skills and experience
Salary Band:	F

Responsibilities

- 1. General**
 - Provide administrative and project support for a variety of activities.
 - Assist with user enquiries, via social media, website and phone.
 - Attend shoots & events.
 - Troubleshoot & step into any needs of team members.
 - Help organise and co-ordinate marketing events such as conferences and exhibitions.
- 2. Social Media**
 - Work with the colleagues to help manage social media channels.
 - Monitor and analyse social media metrics and performance to track the effectiveness of posts and make data-driven recommendations for improvement.
 - Manage and maintain the social media content calendar, ensuring consistent and timely delivery of content.
 - Monitor social media trends, tools, and best practices, and implement them into a social media strategy to maximize effectiveness.
 - Engage with the online community, respond to comments and messages, and foster meaningful conversations and relationships with our audience.
 - Create engaging and relevant content for social media channels, including posts, images, videos, that align with our vision and objectives.
- 3. Website**
 - Update and maintain website (link maintenance including removal of negative or poisonous links, content management for SEO performance purposes).
 - Support all colleagues with the creation, upload, and management of website.
 - Using website management tools, such as Google Analytics, Google Search Console and Google Tag Manager, to provide analytical data on website performance.
- 4. Design**
 - Create digital assets for our websites and social media channels to visually enhance project and resource presentations (Gifs, animations, images, illustrations).

- Collaborate with the Head of Communications to produce corporate documents, reports, print ads, training materials, website banners, marketing materials and promotional items in alignment with the branding.
 - Produce engaging and impactful report designs, combining large amounts of text with visual elements to give a professional and easily digestible feel.
 - Act as a brand guardian alongside the Head of Communications to ensure correct application of the branding in all external activities, while also advising stakeholders on its application.
 - Collaborate with colleagues and stakeholders to design a variety of materials, including infographics, icons, and graphic content for presentations, publications, web pages, brochures, emails and reports.
 - Assist the diocesan team in designing materials for corporate and external events (e.g. posters, banners, delegate packs).
- 4 Content Creation**
- Write and edit content for different platforms such as social media, website, press releases, reports and presentations, advertisements, training materials.
 - Undertake research and pitch topical ideas for content generation.
 - Optimise and format written content.
 - Write engaging website content with keywords to further improve our SEO.
 - Edit and proof-read written content for accuracy, grammar, punctuation, and style.
- 5. Video Editing**
- Create storytelling, general and training videos.
 - Edit videos recorded by others, to provide intros, outros and backdrops, etc.
- 6. Health & Safety**
- Adhere to the Diocese of Truro's Health and Safety policy and procedure as well as any other related laws and to do all that is reasonable to promote care and safety in the fulfilment of the role and in daily working life.
- 7. Safeguarding**
- Adhere to the Diocese of Truro's Safeguarding policy and procedure as well as any other related laws and to do all that is reasonable to promote care and safety in the fulfilment of the role and in daily working life for all who may be vulnerable. This includes a responsibility to remain up to date with your own safeguarding training at the level appropriate to the role.
- 8. General**
- undertake other duties, as may be required from time to time, to ensure the effective and efficient fulfilment of the role.
 - undertake relevant training required to best carry out the role, if required.
 - Attend general staff and team meetings, away days and other events

**This job description is a summary of the key areas of responsibility in the job.
It is not intended as a definitive statement of job content**

Person Specification

	Essential	Desirable
Qualifications		<ul style="list-style-type: none"> • Educated to a degree level in journalism, graphic design, art, or related discipline (or equivalent industry experience). • Relevant formal or professional qualification, e.g. degree.
Experience	<ul style="list-style-type: none"> • Written articles, blogs, social media posts. • Experience using website management tools and software such as WordPress, Yoast SEO, Google Search Console, SEO tools, Google Analytics, etc. • Experience of editing images and video. 	<ul style="list-style-type: none"> • Experience of a range of design projects, creative skills and expertise. • Experience in producing simple user-centred designs and creative and innovative visual solutions to present complex information • Experience in a similar role • Experience in developing and implementing successful social media strategies and campaigns • Experience in increasing engagement and brand awareness • Working in the charity or faith sector
Knowledge	<ul style="list-style-type: none"> • Good understanding of keyword research, content copywriting/optimisation, technical auditing, and meta data creation • Strong understanding of social media platforms, trends, best practices and desire to stay updated with the latest developments 	<ul style="list-style-type: none"> • Knowledge of the Church of England
Skills	<ul style="list-style-type: none"> • Design skills across print and digital mediums • Ability to undertake video production including editing and uploading • Excellent written and verbal communication skills with the ability to create engaging and compelling content • Proficiency in relevant software such as MSOffice, Wordpress, Mailchimp 	<ul style="list-style-type: none"> • Advanced IT skills, including using creative software for graphics and video editing, such as Adobe Creative Cloud applications (InDesign, Photoshop, Premiere Pro, Illustrator, After Effects, Google Web Designer)

	<ul style="list-style-type: none"> • Ability to work independently as well as part of a team • A logical approach to problem solving • Strong organisational and time management skills with an ability to handle multiple projects and meet deadlines • Attention to detail • Good interpersonal skills 	
Personal Qualities	<ul style="list-style-type: none"> • Understanding of, and commitment to, equality, diversity and inclusion • Sympathetic to, and respect for, the aims of the Diocese • Flexible and adaptable whilst working in a team 	
Other	<ul style="list-style-type: none"> • Ability and willingness to travel around the Diocese as required • Available for occasional evening working 	

Diversity

We understand the benefits of employing individuals from a range of backgrounds, with diverse cultures and talents. We aim to create a workforce that:

- values difference in others and respects the dignity and worth of each individual
- reflects the diversity of the nation that the Church of England exists to serve
- fosters a climate of creativity, tolerance and diversity that will help all staff to develop to their full potential.

Safer recruitment

The Church of England is committed to the safeguarding and protection of all children, young people and adults, and the care and nurture of them within our church communities.

We will carefully select, train and support all those with any responsibility within the church in line with safer recruitment principles.

SAFEGUARDING - EVERYONE MATTERS - EVERYONE'S RESPONSIBILITY
The Diocese of Truro strives to be trauma informed, and is committed to developing safer policies, cultures, and practices.

