

Role Description

Job title:	Digital Communications Officer (Social Media)
Team:	Supporter Communications
Line manager:	Communications Manager
Direct reports:	None
Key internal relationships:	<ul style="list-style-type: none"> • Church engagement team • Media team • Fundraising team • Legal team • Public policy team
Key external relationships:	<ul style="list-style-type: none"> • Our existing supporters • UK Christian community • Individuals on social media with an interest in issues we engage with (whether for or against our position)

Purpose

We're a growing movement of Christians passionate about seeing the love, justice, truth, freedom and hope of Jesus at the heart of society. We want to see our social media community grow – in size, commitment and purposeful activity – and to be an effective body for transforming culture. Your role is to achieve that growth through intentional but creative management of some of our social media channels. You should also contribute more generally to our communications processes and outputs (in some of the ways highlighted below).

Priorities

In a nutshell, we need you to succeed in at least the following areas:

1. Growing our social media communities (in size and engagement)

- **Building awareness and growing our social media communities:** build our audiences, especially on Facebook and Twitter.
- **Driving conversation, engagement and commitment:** increase the level of meaningful and positive engagement amongst our social media communities – not just for its own sake but in line with our calling and mission.

2. Ensuring that our social media presence reflects and fulfils our strategic objectives

- **Leading and inspiring, for action:** lead and inspire our social media communities to meaningful action in seeking justice, speaking truth and bringing hope in society and their local context.
- **Transmitting our vision and values:** ensure that our values, vision and mission shine out through our social media presence and aren't lost in the noise.
- **Getting our message out on key issues:** get people talking about our campaign issues and engaging with our message in the wider social media world, especially influencers and gatekeepers.

3. Enhancing the effectiveness of our overall communication abilities

- **Building for the longer-term:** put us on the front foot with our social media communications, make sure we're leading not just reacting, improve our planning, help us understand our audiences better, and communicate our stories and values more compellingly and consistently.
- **Making us social media savvy:** put social media thinking at the heart of the organisation and put us ahead of the curve in terms of emerging trends and opportunities.
- **Being responsible:** keep us compliant with relevant regulation and best practice.
- **Serving and improving our wider communications and campaigning work:** contribute to the planning, development and execution of our wider communication work (e.g. website, email and other channels).

Key characteristics

This is what we think you'll need to be to succeed:

- **Godly:** you'll need to love God and others, to be passionate about our vision, want to see Jesus made known and be committed to our mission.
- **Digital native:** you'll need to be completely 'at home' on social media channels, and around computers and content production platforms (e.g. image, video, audio editing), and to have social media instincts at heart.
- **Accurate and attentive to detail:** we can't afford to get things wrong, so you'll need to have high standards and care about getting the detail right.
- **Articulate and creative:** you'll need to be able to write clearly, accurately, concisely and interestingly, with a knack for hooking interest without sensationalising, but we're also hoping that you'll love beautiful, clever, intriguing things and be able to demonstrate your creativity beyond just words.
- **Able to spot and tell a good story:** you'll need a keen eye to spot interesting and important things in the midst of a jungle of information and competing voices. You'll also need to be expert at telling a story and developing narrative arcs over a sustained period, including hooking interest, building the story, maintaining momentum and calling for action.
- **Innovative and driven:** we want you to try new things and help us be ahead of the curve, but we also need you to have a strong drive to be goal-focused and achieve agreed results, and to drive things on to completion, whatever the obstacles along the way.
- **Organised, intentional and analytical:** we don't want someone who leaves everything to the last minute and makes it up as they go along – if we're going to get the best content out there and serve our audiences, we need to plan it, review it and improve it. You'll need to have a natural curiosity, ready to get into the detail and understand how things work (e.g. why did this post do well and this one didn't, what time suits our audiences to read things), and then take an intentional approach to improving things.
- **Responsive and flexible:** We work in a fast-paced environment. We need someone whose instinct is to plan ahead but is able to use that advance preparation to full advantage to adapt to changes and maximise the opportunities that present themselves. You'll need to cope with interruptions to your planned work, spotting opportunities and work with others to make the most of them.
- **Able to cope with some ambiguity and limited structure:** being a fast-paced, responsive organisation, the extent of structure or supervision may at times be more limited than it would ideally be, and you'll need to be able to cope with this and continue to function effectively. You'll also need to be able to cope with an environment where priorities, projects and objectives can change reasonably quickly.
- **Collaborative and communicative:** you'll need to be an excellent team-player, keen to help colleagues, and proactive in communicating well about what you are doing and what you need from others.
- **Eager to learn:** we need someone who loves feedback and is keen to develop, improve and be stretched, and who can work well with others and loves to help them grow and develop.

For more detail about what we're looking for, see the person specification below.

Main responsibilities

- 1 **Planning and delivering our social media output – for example:**
 - Posting content on relevant channels and monitoring performance
 - Creating / adapting images, audio and video content for social media use (including basic editing, titling and captioning)
 - Using planning matrices to maximise the impact of our social media activity and achieve good balance
 - Monitoring relevant discussion topics and news, and adjusting planned activities to make the most of emerging opportunities
 - Ensuring our social media activity helps us to achieve our wider communication objectives

- 2 **Building our reach and connection on social media channels – for example:**
 - Creating and curating content that reaches new audiences
 - Engaging with other users' posts and in wider conversations on social media where relevant to our core campaigning issues
 - Encouraging those who engage with our content to connect with us on an ongoing basis (e.g. like our page)
 - Using paid and unpaid opportunities to promote our content and channels
 - Developing and implementing a promotion plan and working to budget

- 3 **Building community and conversation on our social media channels and beyond – for example:**
 - Reviewing comments and messages and responding where appropriate
 - Building a sense of community amongst our social media followers
 - Leading our social media community in line with our wider vision and goals
 - Encouraging cross-flow of users between our social media channels and our other communications channels (e.g. encourage Facebook followers to receive emails)

- 4 **Managing our brand personality and implementation of our strategy on social media channels – for example:**
 - Developing our 'tone of voice', 'look and feel' and other brand personality principles for each relevant social media channel
 - Ensuring that our goals, output and approach to each social media channel are consistent with our overall brand personality

- 5 **Improving our understanding of our landscape, audiences and performance on social media – for example:**
 - Monitoring other organisations' social media activity and keeping up to date with trends and sentiment on our core campaigning issues
 - Producing regular and ad-hoc reports on content and channel performance
 - Planning and implementing testing and improvement methodologies across channels
 - Optimising tools for continual testing and development
 - Researching and suggesting ways to improve reach and engagement

- 6 **Improving internal processes for social media management – for example:**
 - Refining processes within the communications team and the wider organisation to facilitate more efficient and more effective social media performance
 - Improving liaison with other internal stakeholders about communication planning
 - Keeping us up to date with the relevant regulation, including data protection and privacy legislation
 - Ensuring compliance in our social media activities

- 7 **Embedding cutting-edge social media instinct within the organisation – for example:**
 - Ensuring that across our activities, social media opportunities are an early thought rather than an after-thought
 - Helping relevant colleagues build and develop their social media presence, in line with organisational objectives
 - Keeping us up to date with the latest thinking, trends and best practice in social media
 - Researching, designing and implementing new platform and communication product opportunities, as agreed

- 8 **Providing media and public policy monitoring for internal use – for example:**
 - Providing daily email digests of relevant articles and issues covered in public media
 - Providing weekly email digests (and occasional urgent alerts) on relevant parliamentary business, public consultations, policy proposals and other public policy developments

- 9 **Contributing to our overall communications planning and performance – for example:**
 - Input into development of organisational-wide ‘key messages’ on vision, values, core issues, cases and campaigns
 - Working with others to ensure consistency of messaging across all channels (online and offline)
 - Involvement in improving the management of overall ‘story arcs’ across communications output
 - Securing ‘syndication’ opportunities for our website content

- 10 **Helping with content production and promotion across our other communication channels – for example:**
 - Capturing, editing and posting broadcast media clips (audio and video)
 - Basic editing and posting other video and audio material
 - Editing of images for use on website, email products etc.
 - Constructing email products (e.g. news and prayer alerts)
 - Posting and organising content on website
 - Archiving and categorising media content on our internal system

- 11 **Performing other reasonable duties as required – for example:**
 - Assisting other members of the communications team as needed
 - Carrying out other reasonable activities necessary to ensuring that the work of Christian Concern and the Christian Legal Centre is carried out effectively

Person specification

Vision and values

Passionately supportive of Christian Concern and the Christian Legal Centre’s vision, mission, ethos and our stance on campaign issues and cases

Essential

Willing to represent us and our message and mission through various channels (e.g. through public-facing role at Christian Concern events, email communications with supporters)

Essential

Willing to lead prayer and biblical reflection, and participate in our weekly prayer meeting	Essential
Committed to our Christian beliefs (as set out in our statement of faith) and to living and working in accordance with them, to recognising the authority of the Bible in all matters, and to maintaining your own discipleship of Jesus and being a good role model inside and outside the organisation.	Essential
Existing understanding of Christian Concern’s main campaign issues and the theological principles underpinning our approach	Desirable
Character and temperament	
Takes responsibility, doesn’t need to be reminded about delegated tasks, keeps projects on track despite setbacks, and hits deadlines	Essential
Good attention to detail, highly committed to accuracy and precision	Essential
Takes an intentional, planned approach wherever possible, schedules work and content, and then implements accordingly	Essential
Takes initiative, can work effectively on project or routine work, even where structure or supervision is limited	Essential
Organised and can be relied upon to execute routine tasks and keep excellent records, without close supervision	Essential
Works effectively in a rapidly-changing and pressured environment, can cope with change and uncertainty, continues to communicate and work well with others, even when under pressure	Essential
Works effectively in a team, is proactive in keeping colleagues informed about work, is friendly, patient, encouraging and helpful when dealing with others	Essential
Eager to see both self and the team grow and develop, and implement best practice in social media and communications management	Essential
Willing to work flexibly when needed, including occasional working out of normal office hours / being on-call	Essential
Experience	
Managing an organisation’s social media presence	2 years Desirable
Skills and knowledge	
Written communication	Excellent Essential
Spoken communication	Good Essential
Ability to grasp tone of voice and messaging priorities and quickly produce appropriate content	Essential

Attention to detail and ability to proof-read, check facts and accurately express material even when in a hurry	Good	Essential
Ability to operate social media posting and promotion (advertising) tools and platforms	Excellent	Essential
Ability to interrogate social media analytics, produce meaningful reporting and insightful, actionable development proposals		Essential
Skilled in creating and implementing content marketing plans	Good	Essential
Skilled in improving content performance through performance analysis and structured testing	Good	Essential
Microsoft Office and general IT skills	Good	Essential
Image, video and audio editing skills relevant to social media posting	Excellent	Essential
In-depth image, video and auditing skills		Desirable
Good working knowledge of Adobe Creative Suite products		Desirable
Working knowledge of HTML, CSS and website development		Desirable
Qualifications		
Degree level qualification (in relevant subject) or equivalent experience		Desirable
Qualification or professional body membership in digital marketing		Desirable
Full, clean UK driving licence		Desirable
Other		

Additional Information:

You may be required occasionally to carry out other reasonable activities necessary to ensuring that the work of Christian Concern and the Christian Legal Centre is carried out effectively.

There is an occupational requirement that the successful candidate be a practising Christian, committed to the upholding the Christian Concern statement of faith in lifestyle and belief.

For office use:

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