

ROLE PROFILE FOR Digital Labs Officer (FTC 12 months)

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 Digital Labs Officer, you will build confidence in the local churches of the Church of England to use platforms like Facebook, Twitter, Instagram, A Church Near You and their own websites to reach new people and encourage members of their worshipping communities in their faith. You will help run a national training programme to upskill the Church to use these digital platforms. You will also curate and create new content for the Digital Labs webpages, blog, on-demand training library and newsletter.

MAIN DUTIES AND RESPONSIBILITIES

1. Deliver the core Digital Labs digital skills training webinars.
2. Work with the Digital Labs Manager to support training sessions for ordinands and diocesan colleagues.
3. Co-ordinate, commission, edit and write content for the Digital Labs blogs and guides, including creating or commissioning short training videos for people to access digital skills on-demand.
4. Create and send the Digital Labs monthly newsletter(s) using Mailchimp.
5. Curate and administrate the Resources from the Church of England YouTube channel.
6. Use Canva to create thumbnails, images and social media graphics to illustrate and promote Digital Labs activities, ensuring a consistent visual identity.
7. Work with other members of the Digital Team to create resources for dioceses, parishes and churches to help them to participate in national campaigns and mark events.
8. Evaluate and track the success of the training to show how this work is furthering the mission and strategy of the Church of England.
9. Champion local church use of digital platforms, creating and maintaining a library of great examples of how local churches are using AChurchNearYou.com and social media.
10. Maintain relationships with internal colleagues and stakeholders to develop collaborative resources, live webinars and blogs.
11. Keep up to date with digital trends and social platform changes, and the latest innovative ways to promote the gospel in the digital environment, to feed into plans for webinars, newsletters, blogs and videos.
12. Administrate the Digital Labs Community Facebook group.

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:

- Experience of using social media professionally.
- Experience of updating websites, writing blogs and creating newsletters.
- A good understanding of the digital environment and digital trends.
- An awareness and understanding of Christian evangelism.
- Excellent project management and organisation skills.
- Excellent clear digital copywriting skills.
- Excellent clear verbal communication skills.
- Excellent IT skills with Microsoft Office and other industry standard applications.
- Experience of giving presentations online and in-person.

Attributes:

- A passion for digital and helping churches use this.
- Comfortable and confident helping churches promote faith in Jesus Christ in the digital public square.
- Builds consensus and positive relationships within and across teams.
- Excellent interpersonal skills.
- Ability to work in a small core team, and as part of a wider team.
- Ability to work under pressure during busy periods.

Desirable

Knowledge/Experience

- Experience of project management, delivering on time and to budget, taking ideas from concept to delivery.
- Experienced user of Canva.
- Basic video editing skills.
- Experience of delivering training to groups of people

Circumstances

- Able to travel occasionally within England.
- Able to deliver evening webinar sessions occasionally.

Vacancy Summary

JOB TITLE:	Digital Labs Officer
NCI ENTITY:	Church of England Central Services
DEPARTMENT:	Communications
GRADE:	Band 5 <small>Choose an item.</small>
SALARY:	£40,752
WORKING HOURS:	35
PRIMARY OFFICE LOCATION:	Church House, Great Smith Street, London SW1P 3AZ
HYBRID WORK ARRANGEMENTS:	Two days a week in the office (Tuesdays and Thursdays), three days working from home.
IS HOMEWORKING A REQUIREMENT FOR THE ROLE?:	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
IF NOT A REQUIREMENT, IS THE ROLE SUITABLE FOR HOMEWORKING?:	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
CONTRACT TYPE:	Fixed-Term
IS A DBS CHECK REQUIRED? IF YES, WHICH LEVEL	<input checked="" type="checkbox"/> Standard
IS A FAITH-BASED GOR APPLICABLE FOR THIS ROLE?	<input type="checkbox"/>
ORACLE POSITION CODE:	8030009
COST CODE:	50187
PARENT POSITION:	Digital Labs Manager