



THE BLACKBURN  
DIOCESAN BOARD  
OF EDUCATION



# BDBE Social Media and Digital Resource Internship

APPLICATION PACK



Working alongside Vision 2026  
to equip churches, make  
disciples and grow leaders.

# General Information

## Job Title

Social Media and Digital Resource Intern

## Employed By

Blackburn Diocesan Board of Education. 1 year intern contract

## Responsible to

Director of Education BDBE

## Base

Diocesan Offices, Clayton House, Walker Office Park, Blackburn BB1 2QE

## Salary

£16,380 (35 hours per week)

## Pension

Member of the Royal London Pension Scheme, 10% Employer contribution 2% minimum employee contribution.

## Hours/Days of Work

The normal working week is 5 days. The nature of the work will involve the post holder to carry out work outside of normal working hours. The post holder is expected to show flexibility in attending events during the evenings and weekends.

## Holidays

25 days plus Bank Holidays

## Closing date for application

Sunday 16th June 2019 (Midnight)

## Shortlisting Date

Tuesday 18th June 2019

## Interview date

Friday 28th June 2019

## Start Date

Monday 2nd September 2019



# The Diocesan Board of Education

**OUR MISSION IS TO BUILD WORSHIPPING, DISCIPLING AND PRAYERFUL CHILDREN AND YOUNG PEOPLE THAT LOVE JESUS AND WANT TO FOLLOW HIM, AND WHO LIVE OUT THEIR FAITH IN COMMUNITIES, IN FRIENDSHIPS AND IN FAMILIES. CHILDREN AND YOUTH VISION**

The Blackburn Education Department works under the strategic direction of the Diocesan Board of Education (DBE), which is a statutory body governed by the 1991 Measure.

The department has responsibility for work with children and young people in the following contexts:

- Church of England schools and academies
- Parishes and Deaneries
- Chaplaincies in schools
- Higher Education Institutions are also supported

We work closely as a team in order to serve Christ, share the Gospel, support, equip and educate those who work with children and young people across our Diocese and beyond.

## **Vision 2026**

This role is about growing and developing connections and content via social media and other digital platforms in order to help grow our children and youth leaders and create disciples in line with Vision 2026. This role will work in partnership with the current Digital Media and Resource coordinator in order to strategically develop and plan the growth of resources, revenue and reach.

# Children and Youth Department

The Church of England is one of the largest providers of voluntary activities for children and young people.

In this Diocese of 250 parishes there are many thousands of children, young people and their families being nurtured in the faith in a wide variety of voluntary based groups. There are also a number of community groups and outreach projects led by church staff and volunteers. Many of the parishes have strong links with their local Church of England school and Community school where they will often lead worship and Christian activities week by week.

## Our Resources

Blackburn Diocese Board of Education (BDBE) has a thriving and growing resource department with a huge development of its social media presence over the past two years. Our users coming from both within and outside of the Diocese.

Our most popular resource is Weekly@, with active engagement with all the others we produce. Our social media profiles see an increase in engagement and reach every quarter as we journey through new ways to communicate through this platform. The successful candidate would find themselves as a key player in the future development and growth in the social media and digital context area, joining us at a very exciting time within the Board of Education.

## Working with the Team



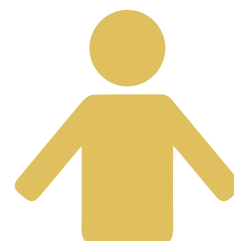
**Sarah Earnshaw**  
Children's Work  
Adviser



**Ben Green**  
Youth Work Adviser



**Lindsay Wright**  
Digital Media and  
Resources



**Intern**  
Social Media and  
Digital Resources  
Intern

### Alongside

The intern would work alongside the current person in charge Digital Media and Resources. Lindsay would oversee the work the intern does, making sure that standards are met and encouraged to exceed, as well as discussing and strategically planning growth within the areas of social media, digital resources, face to face and the resources we create in general. This will be done through regular catch up meetings.

### Team

The intern will work as part of the team to help develop the social media and digital resource needs requested by the Children's and Youth Work Advisers for their events, training and resources (such as June Month of Prayer and Stable to the Tomb). They will be responsible for developing and producing content for these areas. The intern will also work with the schools advisers on training and social media content.

### Proactive

Finally, the intern must be proactive in discovering, researching and developing new ideas in order to cover areas we currently don't in order to fulfil our mission and the Vision 2026.

# Job Description

## Job Title

Social Media and Digital Resource Intern

## Base of Work

Blackburn Board of Education, Blackburn Diocesan Offices, Blackburn

## Salary

Based on Full Time Living Wage  
£9ph at 35 hr per week

## Job Purpose

This is a role about growing and developing connections and content via social media and other digital platforms in order to help grow our children and youth leaders and create disciples. This role will work in partnership with the current Digital Media and Resource coordinator.

## Line Manager

Director of Education

## Principal Job Responsibilities

Strategic and creative work within the digital environment at the Board of Education:

- To create and distribute our monthly mailings (Children@ and Connect)
- Collecting and logging analytic information from our website, mailings and social media.
- Scheduling tweets and facebook posts and strategically planning content.
- Responsible for the release of the social media based resources (June Month of Prayer and Stable to the Tomb)
- Creating new social media and digital content including Bible based podcasts, some with the aim of being able to provide an income to the business.
- To work alongside the current Digital Media and Resource person to strategically plan resource and communication development.

# Personal Specification

## Qualifications and Training

### Essential

- Educated to a Degree or Diploma level or currently working towards this.

### Desirable

- Degree in Social Media and Digital Marketing or similar.
- Degree in Media, Communications and Culture or similar.

## Experience

### Essential

- Experience of social media, including how to create and write content, a variety of platforms, how they work, how to improve reach, ways to encourage interactions and how to create and establish campaigns.
- Competency with Adobe software such as Photoshop, InDesign, Premiere or similar software with the ability to transfer skills.
- Awareness of children and youth work culture and issues.
- Self-motivated and able to think creatively, generate ideas and act on own initiative.
- Good knowledge of the Bible and ways to disciple children and young people.

### Desirable

- Knowledge of the Church of England traditions, structures and organisation.
- Experience of working autonomously.
- Experience of working as a team.
- Experience of working within a children and youth context in a church organisation.
- Teaching or training in a church context.

# Personal Specification



## General Attributes

### Essential

- Clear and confident communicator.
- Friendly and approachable, and an ability to build relationships.
- Excellent organisational skills and attention to detail.
- Flexible and co-operative team worker
- Desire to learn and grow current skills and ability
- Ability to work efficiently and accurately under pressure and to prioritise tasks.
- An ability to reflect theologically on children and youth work.
- Creative and proactive worker.

### Desirable

- Confidence in dealing with a variety of demands.
- Good sense of humour.

## Other Attributes

### Essential

- Enhanced DBS clearance (A DBS check will be carried out prior to the appointment is made)
- A committed Christian with a lively faith, active in a member of Churches Together in Britain & Ireland, Evangelical Alliance or The North West Partnership.

### Desirable

- Understanding of the breath of theologies and traditions in the Anglican church.
- Willingness to explore new and creative ways of expressing and sharing faith.