

**THE NATIONAL INSTITUTIONS OF THE CHURCH OF ENGLAND**

**MANAGING EMPLOYER: CHECS**

**COMMUNICATIONS DEPARTMENT**

**DIGITAL LABS MANAGER JOB PROFILE**

- JOB TITLE:** Digital Labs Manager
- GRADE:** Band 4
- LOCATION:** Hybrid working. Ideally two days per week in the office, Church House, Great Smith Street, London, SW1P 3AZ.
- ACCOUNTABLE TO:** Senior Digital Communications Manager
- RESPONSIBLE FOR:** Digital Labs Officer
- KEY RELATIONSHIPS:** Internal:  
Digital team, Communications department, Vision and strategy team, Ministry team, National Church Institutions, Dioceses
- BACKGROUND:** Since the Church of England started the award-winning Digital Labs training programme, more than 13,500 people have benefitted from our tailored training for church leaders and volunteers. This role is an exciting opportunity to take ownership of Digital Labs, which equips local churches to use social media, websites and other digital tools for evangelism and discipleship. We offer industry-standard advice made relevant through in person training, webinars, blogs, videos, and a newsletter.
- JOB SUMMARY:** You will use your experience of training adults, your passion for digital and your understanding of communications to significantly increase the reach and impact of the Digital Labs programme and ensure it helps churches to develop in line with the Church's Vision and Strategy: to become younger and more diverse, make missionary disciples and support a 'mixed ecology'. You will oversee the work of the Digital Labs Officer who delivers the core Digital Labs webinars, and deliver training sessions yourself to audiences across the country, including ordinands.

## **MAIN DUTIES AND RESPONSIBILITIES:**

1. Responsible for quality delivery and continuous development of the national digital skills training programme, ensuring the content remains engaging and relevant and that it equips the local church to use digital platforms for evangelism and discipleship.
2. Create, maintain and deliver training for ordinands and roll this out to ensure every ordinand progressing to curacy receives training in key digital tools for churches, including how to use A Church Near You.
3. Provide digital workshops and advice for diocesan staff with responsibility for digital communications.
4. Develop the multi-channel communications for Digital Labs, to continue to grow an engaged online community of clergy, church and lay leaders.
5. Oversee the Digital Labs webpages, blog and newsletter, supporting the Digital Labs Officer who manages these day to day.
6. Produce content for the Digital Labs blogs and guides, including creating and commissioning short training videos for people to access digital skills on-demand.
7. Work with the Senior Digital Communications Manager on the Digital Team's wider work, in particular ensuring effective training for editors to use A Church Near You and ensuring effective resources to help churches participate in national campaigns.
8. Ensure Digital Labs is using the best platforms and best practice approaches for effective adult learning and support peers from other teams delivering their own training to use and follow these.
9. Advocate and champion the use of the resources from the Church of England YouTube channel across the NCIs.
10. Shape and lead large national events to equip church leaders with digital skills and promote the vision of The Church of England.
11. Build relationships inside and outside the NCIs, actively networking to ensure a diverse range of engaging contributors are heard and involved Digital Labs activities, from across our dioceses and the breadth of Church of England traditions and beyond.
12. Work with the Deputy Head of Communications to contribute to safeguarding training for NCIs and diocesan colleagues where this covers safeguarding in relation to social media.

## **Financial and Budgetary Management**

1. Responsible for the Digital Labs budget

## **Staff Management and Supervision**

1. You will oversee the work of the Digital Labs Officer.
2. You may be required to manage external agencies, contractors and freelancers.

## **PERSON SPECIFICATION:**

### **Essential**

#### *Knowledge/Experience:*

- Proven ability and previous experience of developing and delivering programmes of learning or training.
- A track record of developing the strategy for large projects and seeing them through to delivery and completion.
- Experience of using social media professionally.
- Experience of planning digital marketing campaigns.
- 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.

#### *Attributes:*

- Ability to act both strategically and tactically.
- A passion for digital and helping churches use this.
- Comfortable and confident helping churches promote faith in Jesus Christ in the digital public square.
- Build 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 during certain events.

### **Desirable**

#### *Knowledge/Experience*

- Experience of working in an adult learning environment.

#### *Attributes*

- Gain confidence and trust of senior internal stakeholders through professionalism

#### *Circumstances*

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

## **GENERAL INFORMATION:**

### ***Who we are and our values***

***We in the National Church Institutions support the mission and ministries of the Church locally and throughout England. We work together in our teams, with those who serve in***

***Parishes, Dioceses, Schools and other ministries and with our partners at a national and international level.***

***We have developed our NCI 'people' values which are below, and we work with these regardless of whether we are of Christian faith, another faith or no faith;***

**Excellence:** we take pride in doing a good job

- Understand the needs and expectations of those we serve and support
- Take personal responsibility for solving problems and learn from what we do
- Support what works but be open to and welcome change where it's needed
- Work with others to get the best Result for those we serve and support

**Respect:** we treat everyone with dignity

- Value people for who they are and embrace our differences
- Listen and learn from each other, regardless of who or what we are
- Set clear, realistic and fair expectations
- Recognise achievement and support each other

**Integrity:** we are trustworthy

- Do what we have said we will do
- Take accountability for what we do
- Be open and straightforward with ourselves and others
- Celebrate behaviours that support our values and challenge those that don't

Our training, policies, procedures and practices are all intended to support behaviours in line with our values and we expect all staff to uphold these.

### ***Diversity***

Our aim is for everyone in the NCIs to feel that they belong, and are valued for who they are and what they contribute.

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.

We are committed to being an equal opportunities employer and to ensuring that everyone, job applicants, customers and other people with whom we deal, are treated fairly and not subject to discrimination. We will do whatever is necessary to provide genuine equality of opportunity. We continuously review our policies and processes to support our aim to create a workforce as diverse as the nation the Church of England serves.

As a Disability Confident Leader, we actively look to attract, recruit and retain those of you who are disabled.

As a member of the Armed Forces Covenant, we welcome applications from those of you who have served in our Armed Forces and their families.

### ***Standards of Behaviour and Conduct***

Staff are expected to act at all times with due consideration for others and in a manner befitting their position as employees of the Church and as professionals, whatever their job.

## ***Health and Safety Responsibilities***

The NCIs take Health and Safety at work very seriously and require their staff to familiarise themselves with, and follow, their policy.

## ***Confidentiality***

Staff must not pass on to unauthorised persons, any information obtained in the course of their duties without the permission of their Head of Department.

## **TERMS OF EMPLOYMENT:**

- Starting Salary:*** Salary starts at the probationary point of £39,289 per annum. On satisfactory completion of the probationary period the salary will rise to the standard point for the band £42,246 per annum. Pro rata if part-time.
- Pension Contributions:*** Non-clergy staff will be automatically enrolled in the Church Administrators Pension Fund (CAPF, DC Section) unless they choose to opt out. Clergy already in the Church of England Funded Pensions Scheme (CEFPS) will have the option of either remaining in this scheme or joining the CAPF scheme.
- The National Church Institutions have an income protection insurance arrangement. To be eligible for cover under this policy an employee must be a member of the CAPF DC section. Please note that insurance cover is not necessarily automatic and that underwriting may be required by the schemes in some instances. Cover will be subject to any terms and conditions laid down by the insurance company.
- Hours of Duty:*** Normal hours of work are 35 per week, Monday to Friday with an hour's unpaid break for lunch. Pro rata if part-time. We are open to flexible working or part time for this role.
- Annual Leave:*** 25 days paid leave per leave year. This is exclusive of public holidays and additional holidays approved by your employer. Pro rata if part-time.
- Season Ticket Loan:*** Staff are eligible to apply for an interest-free travel season ticket loan for their journey to and from work.
- Contract:*** The post is offered on a permanent contract, subject to a six-month probationary period.