

THE NATIONAL INSTITUTIONS OF THE CHURCH OF ENGLAND

MANAGING EMPLOYER: CHECS

COMMUNICATIONS DEPARTMENT

DIGITAL LABS OFFICER JOB PROFILE

JOB TITLE:	Digital Labs Officer
GRADE:	Band 5
LOCATION:	Hybrid working. Ideally to include 2 days per week at Church House, Great Smith Street, London, SW1P 3AZ.
ACCOUNTABLE TO:	Digital Labs Manager
RESPONSIBLE FOR:	None
KEY RELATIONSHIPS:	<u>Internal:</u> Digital team, Communications department, Vision and strategy team, Ministry team, National Church Institutions, Dioceses
BACKGROUND:	This role is an exciting opportunity within the Digital team to help deliver our award-winning Digital Labs programme that equips local churches to use social media, websites and other digital tools for evangelism and discipleship. We offer industry-standard advice made relevant to church leaders. Over 13,500 people have benefited from Digital Labs training since it began three years ago and we also offer blogs, videos, and a newsletter.
JOB SUMMARY:	This role 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 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.
5. Project manage arrangements for large national events to equip church leaders with digital skills and promote the vision of The Church of England.
6. Curate and administrate the Resources from the Church of England YouTube channel.
7. Use Canva to create thumbnails, images and social media graphics to illustrate and promote Digital Labs activities, ensuring a consistent visual identity.
8. 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.
9. Evaluate and track the success of the training to show how this work is furthering the mission and strategy of the Church of England.
10. Champion local church use of digital platforms, creating and maintaining a library of great examples of how local churches are using ACNY and social media.
11. Maintain relationships with internal colleagues and stakeholders to develop collaborative resources, live webinars and blogs.
12. 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.
13. Assist with Communications department responsibilities to support General Synod in London and York, and at other major NCIs events.
14. Other duties for Digital Labs as required, for example acting as admin of any future social community spaces for Digital Labs participants, such as a closed Facebook group.

Staff Management and Supervision

1. You may be required to manage external agencies, contractors and freelancers as well as provide informal management to other employees of the NCIs.

The main duties and responsibilities of your post are outlined in your job description. This list is not exhaustive and is intended to reflect your main tasks and areas of work. Changes may occur over time and you will be expected to agree any reasonable changes to your job description that are commensurate with your banding and in line with the general nature of your post. You will be consulted about any changes to your job description before these are implemented.

PERSON SPECIFICATION:

Essential

Knowledge/Experience:

- Experience of using social media professionally.
- Experience of giving presentations and training groups.
- Experience of planning small events.
- 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.

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 during certain events.
- 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.

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 £32,787 per annum. On satisfactory completion of the probationary period the salary will rise to the standard point for the band £35,255 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.