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**Job Description**

**Job Title:** Digital Content Lead

**Position type:** Full-time – 37.5 hours per week

**Salary:** £28,000 - £34,000 (depending on experience)

**Responsible to:** Head of Digital

**Direct reports:** N/A

**Location:** Home-based (occasional travel to Plymouth, UK)

Job Purpose:

GOD TV is embarking on an ambitious mission to share the transformative message of the Gospel across one billion digital devices, and we are seeking a dynamic and talented Digital Content Lead to play a key part in delivering this vision.

This vital role will centre around curating, writing, and editing engaging content for GOD TV across our website, blog and email channels. As Digital Content Lead, you will be instrumental in shaping our digital storytelling, ensuring a compelling, engaging and consistent narrative across our online platforms.

At the forefront of our digital content efforts, you will play a pivotal role in enhancing GOD TV's online presence. This position demands a creative and experienced individual capable of executing innovative content strategies to captivate and retain our online audience.

As an essential member of our growing digital team, the Digital Content Lead will actively contribute to the development and execution of our digital content strategies, driving engagement and leading initiatives aimed at expanding GOD TV's global reach. Your collaboration with cross-functional teams will be crucial in prioritising content strategies that align with our overarching goal of reaching one billion digital devices.

The ideal candidate for this role should be a skilled content curator with a proven track record in crafting compelling digital content, strategic planning, and maintaining an up-to-date awareness of market and platform trends. Proficiency in data-driven decision-making and a deep understanding of digital user experience are essential qualities that will significantly contribute to the growth of GOD TV's digital presence.

Essential Duties & Responsibilities:

The successful candidate will be expected to oversee the following essential duties:

**Content Creation**: Develop and curate compelling written and visual content for GOD TV's website, blog and email channels, ensuring alignment with the overall digital strategy.

**Content Calendar Management**: Develop and manage a content calendar to ensure a consistent and timely flow of digital content that aligns with promotional activities, events, and campaigns.

**Website Management**: Take a leading role in shaping the user experience and narrative of the GOD TV website through the production of world-class web content

**Blog Management**: Write, edit, and curate content for the GOD TV blog, maintaining a consistent and engaging tone that resonates with the target audience and aligns with the overall digital strategy.

**Email Management**: Curate content and messaging for the GOD TV email list, as well as oversee email messaging for campaign and event emails.

**Co-ordinate Content Contributors**: Brief, edit and co-ordinate written content from third-party contributors to achieve a consistent brand voice and tone across the GOD TV blog, email and website channels.

**Audience Engagement & Growth**: Implement strategies to foster audience engagement and growth across digital platforms, encouraging interactions, responses and new subscribers.

**SEO Optimisation**: Implement SEO best practices into content strategies to improve the visibility of GOD TV's content on search engines, driving organic traffic to the website and increasing global reach.

**Analytics and Reporting**: Monitor key performance indicators (KPIs) and analyse data to assess the effectiveness of digital content and campaigns, providing regular reports and insights to the senior leadership team.

**Cross-Functional Collaboration**: Collaborate with cross-functional teams, including production, fundraising and scheduling teams, to ensure a cohesive and integrated approach to digital content creation and distribution.

**Brand Consistency**: Uphold brand guidelines across all digital channels, ensuring consistency in messaging, visuals, and tone.

**Campaign Performance Analysis**: Evaluate the success of content campaigns through in-depth analysis, identifying areas for improvement and implementing adjustments to enhance future performance.

**Innovative Ideation**: Bring innovative ideas to the table for leveraging new and emerging content trends and platforms to enhance GOD TV's digital presence and engagement, and further move towards the vision of reaching one billion digital devices.

Policies & Procedures:

• Adhere to The Angel Foundation’s Staff Handbook and the accompanying policies

• Comply with Health and Safety procedures and practices

• Work within the charity’s aims and objectives, with clear personal support for the organisation’s values and beliefs

• To seek to improve his/her own performance, contribution, knowledge, skills and participate in training and development activities as required

**Person Specification June 2024**

**Digital Content Lead**

| **CRITERIA** | **ESSENTIAL** | **DESIRABLE** | **IDENTIFIED** |
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| Experience | Possess experience within a similar digital content or marketing role, showcasing a proven ability to create and publish successful digital content campaigns.  Demonstrate knowledge and experience in writing, editing and curating written content in blog, article and email format.  Demonstrate experience in thriving within a remote work setting, adeptly collaborating on campaigns across remote locations. | Demonstrate measurable proof of the effective outcomes achieved through digital content activity or campaigns, supported by quantitative data.  Possess basic media editing skills, with the ability to create, crop and adjust images and video for digital platforms.  Demonstrate a portfolio of digital content work, highlighting excellent creative storytelling | CV / Portfolio and Interview |
| Specialist Knowledge and Skills | Content Curation Expertise: A keen ability to curate and create compelling written and visual content, aligning with the GOD TV messaging and resonating with the target audience.  Data-Driven Decision-Making: Utilise data analytics tools to monitor key performance indicators, interpret data insights, and make informed decisions to enhance the effectiveness of digital content and campaigns.  Community Building Skills: Proven ability to build and nurture online communities, engaging with influencers, partners, and followers to create a vibrant and supportive digital ecosystem around the GOD TV brand.  Innovative Digital Thinking: Bring innovative ideas and a forward-thinking approach to leverage emerging digital trends, platforms, and creative formats to continually enhance GOD TV's digital presence and engagement.  Brand Consistency Management: Strong attention to detail in upholding brand guidelines across various digital content channels, ensuring consistency in messaging, visuals, and tone for a cohesive brand identity.  Adaptability and Learning Agility: Demonstrate adaptability to evolving digital landscapes, coupled with a proactive commitment to staying updated on industry trends, technological advancements, and best practices in digital marketing and content creation. | Knowledge of the mission and vision of the organisation | CV / Portfolio and Interview |
| Interpersonal Skills | Proactive and confident communication of challenges, ideas and solutions  Must be able to gain credibility amongst managers, colleagues and other employees  Excellent communication skills, both written and verbal  Values diversity, respecting and drawing on colleagues’ different perspectives, skills, experience and knowledge  Ability to work well as part of a team and build productive working relationships with fellow colleagues. |  | Interview |
| Disposition/Attitude | Organised, motivated with genuine enthusiasm and passion for digital products  Fully supports the vision and mandate of GOD TV  Willingness and ability to work within Christian ethos and principles  Pro-active and happy to support others with a ‘can-do’ attitude  Willing to undertake training as required  Willing to go the extra mile to ensure that work is completed in a timely manner |  | Interview |
| Role Expectations | Able to work flexibly and be adaptable to the needs of the organisation, occasionally working evenings and weekends  A strong attention to detail |  | Interview |
| Qualifications | N/A | Appropriate qualifications within the profession | CV |