



DIGITAL LEAD

Application Pack

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ROLE OF DIGITAL LEAD

As Digital Lead, you'll play a pivotal role in enhancing our digital communications and presence. You'll lead and manage digital projects, aligning them with Church Army's mission and strategic goals. You'll innovate and drive our digital strategy across various platforms, ensuring we stay at the forefront of digital engagement.

Our goal is to enhance our online presence and engagement, leveraging the latest digital tools and methodologies, and to be an enabler for our fundraising efforts.

About the team

You'll work closely with the Communications Team, Fundraising Team, and various national staff teams and evangelists. You'll lead and inspire the Digital Project Manager and Social Media Officer, while also managing relationships with external digital agencies.

This job might be for you if...

- You have strong experience managing digital projects and holding strategic vision.
- You are passionate about developing and executing digital strategies.
- You're skilled at managing relationships with external agencies and stakeholders.
- You're adept at using data to drive decisions and improve digital effectiveness.
- You can lead digital teams and projects effectively and efficiently.
- You thrive in a collaborative environment and enjoy being part of a dynamic team.

In this role, you will...

- Develop and implement innovative digital strategies that grow new audiences.
- Lead and inspire your team to deliver major digital projects and social media campaigns.
- Ensure cohesive and effective collaboration with external digital agencies.
- Integrate agile methodologies into digital projects for greater efficiency.
- Champion AI initiatives and oversee their strategic implementation.

Andrew Horton, Head of Communications & Digital Engagement

JOB DESCRIPTION

Job Title:	Digital Lead
Responsible To:	Head of Communications and Digital Engagement
Relating To:	Communications Team, Fundraising Team, and other national staff teams.
Purpose:	The Digital Lead is a strategic role responsible for overseeing and enhancing the digital communications and presence of Church Army.
Objectives:	<ol style="list-style-type: none">1. Digital Marketing Strategy and Execution - Drive digital marketing innovation by developing digital strategies that grow our audiences.2. Effective Team Management - Lead and manage internal teams and external agencies.3. Agency and Stakeholder Management - serve as primary point of contact for outsourced digital agencies and internal stakeholders.4. To be an active member of the Co.Lab team.

RESPONSIBILITIES AND KEY TASKS:

1. Digital Marketing Strategy and Execution

- 1.1 Develop and implement comprehensive digital strategies that grow new Church Army audiences.
- 1.2 Collaborate with the Agile Lead to integrate agile methodologies into digital projects for enhanced efficiency and adaptability.
- 1.3 Work with the Brand and Content Lead to ensure that all digital initiatives align with the organisational brand and communication strategies.
- 1.4 Use data to inform successful fundraising and to grow brand awareness and affinity, working closely with external agencies (including Digital Analyst, Paid Media, and Web Developer roles).
- 1.5 Be a pioneer for AI and oversee Church Army's strategy and implementation of AI across the Communications and Fundraising teams.

2. Leadership and Team Management

- 2.1 Oversee the Digital Project Manager and Social Media Officer to enable effective delivery of digital projects and social media management.
- 2.2 Manage relationships with outsourced agencies (including Digital Analyst, Paid Media, and Web Developer roles) to ensure cohesive digital strategies and execution.

- 2.3 Contribute to strategic planning and decision-making through your 1-2-1 support with the Head of Communications and Digital Engagement (line manager).

3. Agency and Stakeholder Management

- 3.1 Act as the primary point of contact for outsourced digital agencies, ensuring clear communication and alignment with Church Army's objectives.
- 3.2 Oversee major digital projects such as website refreshes, working with internal and external agencies.

4. To be an active member of the Co.Lab team:

- 4.1 To share in the life, objectives and shared practices of the Co.Lab team.
- 4.2 To attend and take part in Co.Lab gatherings.
- 4.3 To share in the general responsibilities of all staff with regard to welcoming visitors, dealing with post, handling phone calls and general enquires as required.

General

- To undertake any such duties as are commensurate with the post at the direction of the line manager, or their senior.
- To be an active member of the Communications Team, participating in team meetings and in the overall objectives and life of the teams.
- To attend an annual appraisal and regular one to ones with the line manager.
- To undertake any training or professional development as required for the role as identified in an appraisal or supervision.
- To adhere to Church Army's contractual and non-contractual policies at all times. These are outlined in the Staff Handbook.
- Act in the best interest of Church Army at all times



ROLE REQUIREMENTS

The following sets out what we are looking for in the post holder. As you apply for the post and submit your application, please make sure you evidence with good clear examples how you meet the criteria below.

Due to the nature of Church Army's mission and values, the Digital Lead will be deeply involved in fostering and promoting our Christian ethos within the communications team and across the organisation. Therefore, it is essential for the post holder to have an active Christian faith in Jesus, enabling them to authentically represent and embody the vision and values of Church Army in their daily work and interactions.

Essential:

Knowledge And Understanding

- Profound understanding of digital marketing strategies and digital content management.
- Familiarity with SEO, social media, content development, and email marketing.
- Knowledge of data analytics and its application to digital marketing effectiveness.

Experience

- Track record of successfully implementing innovative digital strategies that grow new audiences.
- Proven experience of managing digital projects.
- Experience in working with digital agencies and coordinating across multiple teams.

Skills

- Strong leadership and team management skills.
- Excellent communication and stakeholder management abilities.
- Proficient in using digital analytics tools and platforms.

Attributes

- Innovative thinker with a drive for results.
- Highly organised with an ability to manage multiple projects simultaneously.
- Collaborative spirit with a strong sense of accountability.

Desirable:

Knowledge And Understanding

- Understanding of agile methodologies and their application in project management.
- Insight into the latest digital technologies and trends, including AI.

Experience

- Experience in the charity sector, especially within digital fundraising.
- Experience of line managing within a digital team.

Skills

- Advanced skills in digital advertising and media planning.
- Competence in crisis management and digital PR.

Attributes

- -Adaptability to rapidly changing environments
- -Proactive approach to problem-solving and innovation.

OUTLINE TERMS AND CONDITIONS

Location	Wilson Carlile Centre, Sheffield. We are currently operating a 60/40 hybrid model for an office/home split over the month.
Salary	£38,897 per annum
Hours	37.5 hours per week (full-time) Monday to Friday
Pension	Church Army is an auto enrolment employer. If you are eligible for pension contributions, you will be enrolled into a qualifying scheme and minimum pension contributions will be made by the employer.
Annual Leave	25 days per annum plus bank holiday.
Probation Period	6 months
Contract Type	Full Time, Open Ended
Notice Period	3 months (after Probation Period)
DBS Requirement	A DBS check is not required for this post. However, all staff are expected to read and comply with Church Army's Safer Ministry Policy.
Occupational Requirement	This post is subject to an Occupational Requirement under the provisions made in the Equality Act 2010 that the post holder has an active faith in Jesus. The successful candidate must be in agreement with the vision and values of Church Army.

We also offer our staff:

- Life Assurance cover at 3 x salary
- Access to employee perks scheme through Life Works
- Access to cycle to work scheme
- Free Employee Assistance Programme available to staff 24/7
- Free confidential counselling service



Jesus

Jesus

loves

Me

forever

you

Jesus takes you

@churcharmy

WHAT MAKES US CHURCH ARMY

Our Vision

For everyone everywhere to encounter God's love and be empowered to transform their communities through faith shared in words and action.

See our [We Are Church Army](#) video.

Our Values

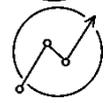
Everything we do is underpinned by our GRACEUP values:



Generous - We believe God is generous and we want to model that generosity to others.



Risk-taking - We have a long heritage as a pioneering movement, taking calculated risks and giving our staff permission to try new things.



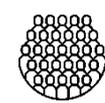
Accountable - We are accountable to God and others, and we want to be reliable and responsible to high professional standards.



Collaborative - We are committed to partnering with others who share our values; we believe collaboration enhances the potential and outcomes of our work.



Expectant - We are hopeful, expecting God to do new things through our frontline work and the Church Army community.



Unconditional - We believe God loves everyone and every person is significant in His eyes. We serve anyone regardless of their age, gender, race, sexuality, faith, ability, status or circumstances.



Prayerful - We listen to God through prayer, and we want to be obedient to Him. We want to be like Jesus in all we do.

Working with Us

We aspire to see our teams reflect the communities they serve, and to have a diversity of people and views reflected across our organisation. We are a Christian charity working with people of all faiths and none. We ask that our team, where being a Christian is not a requirement, to respect and be sympathetic to our history, work, vision and values.

We welcome and encourage job applications from people of all backgrounds. We particularly welcome applications from candidates from black and ethnic minority backgrounds. We are an equal opportunities employer and we do not discriminate on the basis of any characteristic, including those protected by the Equality Act.

Church Army staff have access to a wide range of benefits, and you can find some of these listed on our [website](#) below our vacancies.

APPLICATION PROCESS

To apply, please submit a Church Army Faith-based Application Form which is available to download from the job advert on our website.

Deadline: 9am on Monday 28th October 2024

Interview date: Thursday 7th November 2024

What to expect from our Recruitment Process:

- Upload your completed application form on our website, or email it to recruitment@churcharmy.org
- One of our team will acknowledge your application
- Applications are shortlisted against the person specification
- You will be contacted as to whether you have been invited to interview

Offers of employment are made subject to:

- Evidence of your eligibility to work in the UK
- Successful completion of a probationary period
- Two satisfactory references, including one faith based

References are usually only requested once an offer has been made. We will ask for your permission before seeking any references.

For more information about Church Army please visit: www.churcharmy.org