



JOB DESCRIPTION

Job Title:	Digital Media Officer
Team:	Communications
Location:	National Office, Northampton, home/hybrid working considered
Reports to	Communications Manager
Salary	£24,867 per annum
Duration	Permanent
Normal Working Hours	36 hours net per week

The Churches Conservation Trust (CCT) is the national charity caring for historic churches at risk. As the operator of the third largest heritage estate in charitable ownership in the UK, our 356 historic churches include examples of irreplaceable architecture, archaeology and art from 1,000 years of English history.

CCT has an international award-winning reputation in heritage conservation and regeneration. All churches in our care are listed, mostly Grade I and II*, and some are Scheduled Ancient Monuments.

Without our care, these buildings might have disappeared entirely. Instead, they are enjoyed as social, tourism, educational and cultural resources, kept open, in use, and living once again in the heart of their communities.

Overall job purpose

The post-holder will be responsible for promoting the work of CCT through our online presence which includes our website, social media and our streaming platform, CCTdigital.com. They will contribute towards the production of content for our channels, ensuring that all digital communications are presented to the highest standards and contribute towards our KPI to increase digital engagement.

The Digital Media Officer works in a small, national communications team, reporting to the Communications Manager. The role necessitates collaborative working with various teams across CCT, including Regions, Conservation and Fundraising.

Key duties and responsibilities

Social media and website

- Manage CCT's social media channels, creating content, collaborating with other content creators and responding to public enquiries.
- Develop social media campaigns to in line with CCT's strategic aims, which reach current and new audiences.
- Support the running of CCT's website, ensuring content is current, supporting CCT staff with editorial rights, developing the user experience on the website and solving issues as they arise.
- Ensure CCT's branding and brand values are applied consistently throughout all digital content.

Campaigns and content creation

- Support the production of video content for CCT
- Support teams to develop their skills in digital content development, providing best practice and regular feedback.
- Support the day to day running of the CCT video streaming platform, dealing with technical issues and working with the Fundraising and Membership team to register new users as needed
- Manage the CCT online retail shop

Monitoring, reporting and training

- Provide regular reports and analysis on web and digital media usage and trends using Google Analytics and online sources.
- Work with staff and communities to provide support and training on digital content creation
- Undertake other duties that may be necessary in line with the nature of this post and demonstrate flexibility in undertaking the role.

N.B. This job description is not all encompassing. Over time the emphasis of the job may change without changing the general character of the job. Your duties may be reviewed from time to time and revised and updated in consultation with you to reflect appropriate changes.

Additional information:

Lone working

This role involves occasional lone working. We have lone working procedures in place to support all staff undertaking lone working.

Driving licence

This role involves regular travel to sites that are not always accessible by public transport. Therefore, the successful candidate will need to have a clean driving licence. You do not need access to a car as we can provide access to hire vehicles.

Regular travel

This role involves regular travel nationally. You will be expected to use public transport as far as possible.

Mandatory training (for all roles)

If successful, you will be required to complete mandatory compliance training including but not limited to:

- Equality, Diversity, and Inclusion
- Bullying and Harassment for Employees
- Stress Awareness
- Mental Health Awareness
- Health & Safety Essentials
- Fire Awareness
- DSE Assessment
- GDPR UK Awareness
- Safeguarding Awareness
- Effective Remote Working (if applicable)

Safeguarding

We believe that everyone we come into contact with has the right to be protected from all forms of harm. We want everyone visiting our churches, volunteering with us, or working with us to have a safe and enjoyable experience. We will not tolerate abuse, maltreatment, or exploitation by or to our staff, volunteers, or members of the public. **We also expect our staff to share this commitment.**

Person Specification: Digital Media Officer

Section 1. Top Essential Criteria

If you cannot provide evidence that you fully meet these criteria, your application will not be put forward for further shortlisting against the other criteria in sections 2 & 3.

	Essential Criteria	How this will be assessed
1	Experience within digital marketing, PR publications or other communications.	A, I
2	Experience of working with websites and content management systems.	A, I
3	In-depth knowledge of social media platforms.	A, I

Section 2. Further Essential Criteria

	Essential Criteria	How this will be assessed
1	Experience of generating, curating and / or commissioning creative content.	A
2	Experience of commissioning and working with suppliers.	A

3	Experience of Adobe software including InDesign and Photoshop	A
4	Educated to A-Level or equivalent and above	I
5	Experience of video editing software	A
6	Excellent interpersonal skills, demonstrating an ability to maintain effective working relationships with people at all levels.	I
7	Ability to use own initiative and to work effectively as part of a team, as well as independently.	I

Section 3. Desirable Criteria

	Desirable Criteria	How this will be assessed
1	Experience of developing project plans and budgets.	I
2	Experience of researching and evaluating digital content and developing campaigns	I

Information on assessment methods

Code	Assessment method	This means...
A	Application	You need to provide examples and evidence as to how you meet this criteria in your application.
I	Interview	You will be asked competency based questions around this criteria at interview.
T	Test	This could be an ability test or group exercise assessing you against the criteria.
P	Presentation	You will be asked to prepare or give a presentation to demonstrate against this criteria.

Selection criteria

The candidates who appear from their application to best meet the person specification criteria will be invited to interview. It is therefore essential that your application gives a full but concise description of the nature, extent, and level of the responsibilities you have held. The shortlisting criteria are detailed under the personal specification. Please ensure that you address each of the areas that are to be assessed in your application. Applications by CV only will not be accepted.

We are an inclusive employer and offer equal opportunities to all regardless of an individual's age, disability, gender identity, marriage or civil partnership status, pregnancy or maternity, race, religion or belief, sex and sexual orientation.

We are not a licenced sponsor at this time. Any offer of employment will be made subject to valid right to work in the UK being provided.

Employee benefits

As well as a salary of £24,867 per annum, we offer:

- Membership of the Civil Service Pension scheme
- 27.5 days annual leave provision, rising 30 days after five years' service and 33 days after ten years
- flexible working arrangements
- home working allowance for home-based staff
- life assurance through the Civil Service Pension scheme
- learning and development opportunities
- enhanced parental leave arrangements
- a free and confidential employee assistance programme
- season ticket loans and cycle to work scheme
- 20% staff discount on Champing at CCT sites

How to apply

If you would like to apply for this role, please select the red 'apply now' button to begin your application. You'll be asked to submit a CV and a short supporting statement (max 2 sides A4) outlining how you fulfil the person specification for this post.

Please note direct applications via email cannot be accepted for this role; only applications submitted through our recruitment portal will be considered.

The closing date for receipt of applications is **9am on Wednesday 22 June 2022**.

Interviews will be held on **Monday 4 July 2022** via **Zoom**. Please note that the interview dates have been specifically chosen according to the availability of the panel.

We are a Disability Confident Committed Employer. Candidates who declare that they have a disability and who meet the essential criteria for the job will be offered an interview.

If you have any queries about this role, or if you have a disability and wish to request a reasonable adjustment at any stage of the recruitment process, please email recruitment@thecct.org.uk.