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| **Job Description** |  |
| **Job Title:** | Digital Communications Officer (Film and Photography)Part time – 21hrs per week | **Department**: | Communications |

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| **Post Reporting To** |
| First Reporting Manager’s Job Title: | Communications Director |

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| **Job Purpose** | - Summary of why job exists |
| Under the guidance of the Communications Director, responsible for creating film and stills material to showcase our life and faith in our diocese to drive spiritual and numerical growth and bring our emerging digital evangelism to life. To lead on managing the diocesan website and create digital content for social media. |

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| **Dimensions** | * To produce creative content on time within scope and to budget.
* To spend time researching and investing in personal development so that the digital offer from the Diocese reflects the most up-to-date techniques in film, photography and digital film content for social media.
* To manage the day-to-day updates on the diocesan website
* To manage the day-to-day digital film updates on the diocesan social media channels and website.
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| **Accountabilities** |
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| **Key responsibilities:*** Production of engaging and original film content under the editorial supervision of the Communications Director, which appeals to those on the edge of faith. (Monthly)
* Responsible for the publishing and updating film and graphics content on our website and social networks. (Weekly)
* Contribute to the development and delivery of story centred communications projects with film content. This includes being able to undertake a creative film brief and execute delivery of the project within desired timelines
* To create graphical designs, photographs and film for inclusion in the Diocesan e-bulletins (Weekly)
* To advise on the design and layout of the in-house Diocesan printed publications. (Monthly)
* Editing of still images using specialist software and maintaining an image database. (weekly)
* Contributing to the development of new online resources and projects as part of the Communications team. (Monthly)
* Undertake the day-to-day operational updates to the website and ensure that the design and overall functionality of the website incorporates the latest functionality and features. (Daily)

**Main duties:**With the Communications Director, you will be responsible for implementing the communications strategy in support of the Diocesan vision. 1. To produce high standard visual (photo and video) and audio content to be used across a variety of communication channels. Through:
	1. Visiting and interviewing people (including children and young people) throughout the Diocese. This may be unsupervised.
	2. Attending parish services and events
	3. Working with staff and children in church schools. Frequency: variable, up to twice in one week.
2. To be the webmaster, responsible for the Diocese of Hereford website:
	1. Develop the website to make it the first point of call for people in the diocese when accessing information.
	2. Lead on website innovation and management.
	3. Meet regularly with the Dir of Comms to discuss the content and purpose of the website.
	4. To ensure the website meets all required standards, including security, privacy and safeguarding.
	5. Liaise with other diocesan staff as well as clergy, churchwardens and others in parishes to ensure the website meets their needs.
	6. Ensure the website is kept up to date at all times and the front page is regularly changed to reflect current issues and national campaigns.
	7. Liaise with website development company (Church Edit as part of DC2 network)whenever necessary.
	8. Train other diocesan staff to be able to input information onto the website as required.
	9. Advise parishes on building their own websites, using A Church Near You and share best practices around the diocese.
3. Produce original and compelling films, stills and graphics for our social channels and website to bring our mission and shared priorities to life.
4. Work with stakeholders across all levels of the organisation, volunteers and churchgoers to source and tell our stories creatively using film and photography.
5. To be flexible, occasionally working evenings and weekends throughout the year (e.g. Ordination of priests, significant events within the life of the diocese and in relation to the Bishop of Hereford)

This list is not exhaustive and is intended to reflect the 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 in line with the general nature of your post. **DBS**Given the nature of the role an enhanced DBS check is required. |
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| **Special Features** | Optional section covering any unusual features not already mentioned e.g. level and purpose of interaction with others, both internally and externally. |
| Internal: Communications Director, Parish Development Officer, Intergenerational Missioners, parish/benefice website editors and social networkers.External: Non-churchgoers, infrequent churchgoers – particularly young adults and families, local media and online news sources, local bloggers and the Church of England’s mission agencies. |

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| **Organisation Chart** | - showing post above, peers and direct reports |
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| **Agreed: Job Holder**: |  |
| **Agreed: Line Manager**: |  |
| **Date:** |  |
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| **Person Specification** |  |
| **Job Title:** |  | **Department**: |  |

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| **Qualifications & Experience** | Qualifications or specific experience ***required to do the job***. |
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| **AREA** | **ESSENTIAL** | **DESIRABLE** |
| Knowledge/ Qualifications/ Membership of Professional bodies (or equivalent) | * Educated to degree level or equivalent
* Full Driving License
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| Type of Experience required | * Experience in building key relationships across the Diocese of Hereford with a variety of partners
* Experience of successfully co-ordinating and delivering film projects and campaigns
* Experience in writing proposals for projects.
* Experience of realising videos from conception/proposal to publishing
* Experience of creating and editing digital graphics
* Experience of developing narratives to effectively promote a story/project
* Experienced in use of social media
* Able to manage websites and make use of digital media
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| **Competencies** | Competencies or specific skills ***required to do the job***. |
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| **ESSENTIAL** | **DESIRABLE** |
| * Excellent communication skills both written and verbal to a variety of audiences
* Confident and helpful telephone manner
* Track record of working to deadlines
* A good understanding of social and other digital media, and how they relate to different demographics
* Ability to work as part of a team
* Ability to work under pressure
* Excellent IT skills including MS Word, Outlook (calendar and email), social media platforms and associated scheduling systems, such as Hootsuite, and e-newsletter systems, like Mailchimp.
* Excellent photography and videography skills
* Proficient in using professional editing software i.e. Adobe Creative Cloud
* Flexible approach to working arrangements – some out of hours work required
* Energetic and engaging
* Fully supportive of the aims and ethos of the Diocese of Hereford
* Excellent interpersonal skills
* Sympathetic to working with people of faith and the ethos of the Church of England.
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| **Agreed: Job Holder**: |  |
| **Agreed: Line Manager**: |  |
| **Date:** |  |