**Digital Support Enabler**

**ROLE DESCRIPTOR**

PART 1

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| JOB TITLE: Digital Support Enabler (1.0 FTE) | |
| REPORTS TO: Head of Communications | |
| DEPARTMENT : Communications | |
| PURPOSE OF ROLE : To encourage and promote a missional digital online presence in Mission Communities – training/mentoring and developing new digital content in line with the God for All Vision and Strategy Digital Component. | |
| KEY ACCOUNTABILITIES ( No more than 6 - 8 ) :  Contribute to the review and development of the God for All Vision and Strategy and its implementation and resourcing, adhering to requisite Programme Management Processes    To support the development of digital capabilities and opportunities in line with the God for All Digital strategy, including:   * Supporting Mission Communities with ideas and resources for the use of technology to enhance worship and in particular to enhance a digital online presence, focusing on ways to encourage young people and adults to engage with faith digitally. * Network and signpost training offered by other relevant agencies and organisations. * To empower networks of local practitioners in Cumbria that support the implementation of the God for All Vision and Strategy, especially in relation to digital and online church presence * Keep up to date with national developments on digital mission, including promoting ‘toolkits’, collections of relevant resources and sign posting training offered by other relevant agencies and organisations.   To develop high-quality content for the God for All website, blog, social media, and digital marketing materials, and supporting Mission Communities in creating their own digital content, in line with the God for All Digital strategy, including:   * Supporting Mission Communities with the production and management of a digital content library, providing editable social media content for churches to adapt. * Managing the God for All and Diocesan social media channels and the God for All website, creating content, responding to followers, and tracking engagement. * Proactively devising new content ideas, working with colleagues to find good-news stories and inspiring content from around Cumbria, taking photos and making video content where needed. * Developing other ideas and resources to help churches enhance their digital online presence, focusing on ways to encourage young people and adults to engage with faith digitally and to reach out to their wider communities. * Keeping abreast of social media trends and good practice and be able to share this knowledge and expertise with Mission Communities and other colleagues.   To manage the God for All social media channels, including Facebook, Twitter, and other relevant platforms and work with the Head of Communications to keep the God for All web presence and information up to date.  To ensure safeguarding best practice procedures and diocesan policy maintained in all areas of responsibility.  To undertake other duties as required | |
| FINANCIAL IMPACT ( How much and for what )  DIRECT: TBD  INDIRECT:  NUMBER OF DIRECT REPORTS: | NETWORK ( Key people with whom the role liaises and for what purpose )  INTERNAL: Head of Communications, Director of Mission and Ministry, Support and Innovation, Director of Ministry Development, Ministry Development team, Northern Mission Centre Director, Outdoor and Education Pioneer Enabler, Head of Communications, NYC leaders, Programme Support administrators, Bishop of Penrith’s office.  Work with relevant Diocesan colleagues.  EXTERNAL: Diocesan clergy and other local ministers involved in vocations development work, God for All strategic work. National Church and other denominations’ relevant officers.  NOMINATED DEPUTY (where applicable): |
| Authorised by Line Manager: Date: | |
| This Role Descriptor and associated statements has been fully explained to me. I understand and accept its content and my responsibilities. | |
| Signature of post holder: Date: | |
| Signature of deputy (where applicable) Date: | |

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| PERSON SPECIFICATION PART 2 | |
| ESSENTIAL CRITERIA | DESIRABLE CRITERIA |
| **Technical Skills & Qualifications** | |
| * Demonstrable and creative digital design and authoring skills (desktop and mobile). * Ability to write winsomely and effectively for a variety of audiences and people-groups, including in print and digital. * Demonstrable project management and personal time-management skills. * Good team working skills and enthusiasm * Good team leadership * Creative, imaginative and innovative, and able to balance the tensions between creative innovation, Cumbria cultures, church life and cultures, a gospel that is timeless and a gospel that needs to be ‘proclaimed afresh in each generation’. * Able to imagine and deliver initiatives that:   + will connect with the variety of people groups and ages in Cumbia,   + will connect through story, information, landscape, emotion, various senses, opportunity and personal involvement. | * Degree-level qualification in relevant subject area (theology/digital/mission) or equivalent experience |
| **Knowledge and Experience** | |
| * Evidence of working successfully with a wide range of church traditions and styles of ministry. * Ability to prioritise competing demands and deliver to a high standard consistently * Effective communication with a diverse range of individuals and groups: * Able to facilitate, listen and influence at different levels of meetings e.g. one to one, small groups and large gatherings * Able to speak and present articulately to large and small groups * Able to produce clear, informative written material. * Able to think and plan strategically | * Experience of managing change * Prior and relevant experience of imagining and delivering marketing campaigns. * Experience of using digital platforms and resources to help churches and congregations develop their digital capabilities and opportunities. |
| **Personal Qualities** | |
| * An understanding of the Church of England, its structures, and ethos/values. * Committed to working collaboratively with others * Ability to manage a complex workload with competing demands * Good pastoral and interpersonal skills. * Self-motivated, with the ability to work well both independently and as part of a team and to be accountable * Able to work flexible hours, including regular evening and weekend commitments * Willingness to travel around the Diocese, with access to a vehicle for work purposes. | * Current active participant of good standing in the life of a church that is in communion with Churches Together in England, and wholehearted willingness to serve under the authority of churches in Cumbria. |

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| **Benefits** | |
| **Salary** | £39,284 FTE |
| **Pension** | a non-contributory, deﬁned contributions scheme (employer’s contribution is 15% of salary) |
| **Car** | mileage paid at 45ppm |
| **Office provision** | Post based at Church House, Penrith but the Diocese operates a flexible working policy and home working for some of the working week is the norm. |
| **Working expenses** | Funded as appropriate.  Mileage (to places other than your Place of Work) paid at 45ppm. |
| **Other benefits** | * 34 days annual leave incl bank holidays * 35 hrs a week flexi-time system in operation * time off in lieu for additional hours worked |
|  | Any offer of employment is subject to:   * Two references (one must be current employer) * Health Check * Right to work check * Enhanced DBS check (for roles that are eligible) |