

**ST JAMES'S CHURCH  
PICCADILLY  
www.sjp.org.uk**

13th July 2021

## **CHURCH PROFILE**

St James's Church draws together a diverse set of worship, events and social justice actions as part of its life as an Anglican parish church in central London. The Church is a landmark in the heart of the West End, with its distinctive red brick and Portland stone dressings and arched windows on the north and south walls flooding the interior with clear light. The Church is well-known locally and valued nationally for its work with some of society's most vulnerable people, and its inclusive and diverse cultural activities.

With the COVID19 pandemic, we have moved many of our activities online and this has highlighted the need to 'up lift' our presence on social media platforms. We're currently working with a creative design agency on a new brand identity and a new website (due to launch in July/August) and have recently installed a new multi-camera audio-visual system into the church building.

This is a newly created role and the post holder will have the opportunity to shape this function from the beginning. You would be joining a friendly and supportive team of clergy, staff and volunteers. This is an exciting opportunity for a passionate communicator to hit the ground running and make a big difference to our church's mission.

### **Our Vision**

Rooted in God's earth, we envision a just society and a creative, open-hearted church.

### **Our Values**

Contemplation. Action. Adventure. Kindness. Courage.

### **Role Details**

Role Title	Digital Communications Officer (employment details on page 6)
Responsible to	Associate Rector

Key relationships     Rector and clergy, Churchwardens, Parish Secretary, Concert and Events Manager, Head Verger, Parish Secretary

### **Purpose of the role**

The Digital Communications Officer will be responsible for ensuring a professional presence on our website and social media platforms.

### **Key Activities**

- Working within our communications strategy and brand guidelines to help ensure a high-quality, consistent and integrated online presence for St James's Church
- Helping St James's grow its online presence and reach new audiences
- Regularly updating our website (our new WordPress website is due in August, and it interfaces very closely with our church management software ChurchSuite)
- Producing our Weekly News Update via mailchimp
- Managing and monitoring our social media platforms, including YouTube, Facebook, Twitter, Instagram and achurchnearyou
- Create engaging written, audio, graphic and video content, and repurposing existing content to present a coherent, engaging experience for our online audiences
- Maximising the accessibility of all our online content for people with disabilities
- Interacting with users and responding promptly to social media and website messages/comments, and email enquiries.
- Scheduling social media posts for non-working days
- Reviewing analytics and providing analyses/ metrics, and insights for increasing/improving engagement, relevance and impact
- Assisting in the achievement, management and development of our communications objectives

### **General**

- Work with the Rector, Associate Rector and Wardens to develop and agree an annual digital media expenditure budget.
- Keep abreast of relevant issues, trends and key changes in user behaviour, social media and websites by studying the literature and attending appropriate training courses.
- Ensure that all social media activities and our website presence are carried out in a manner which is consistent with our mission and goals. Compliant with all relevant legislation and guidelines.
- Ensure their work is offered and carried out in an inclusive manner mindful of the diversity in ethnicity, gender, social class, ability, religious affiliation and sexual orientation of staff, stakeholders, congregation and wider community.
- Willing to undergo safeguarding training and other training as required.

- St James’s reserves the right to alter the content of this job description, after consultation to reflect changes to the job or services provided, but without altering the general character or level of responsibility.
- The above list of responsibilities is not exhaustive and may change to meet the needs of the organisation. The post holder may also be required to carry out such other duties as may be required from time to time which are broadly consistent with the nature and level of the post within the organisation.

**Person Specification (E: essential; D: desirable)**

Attributes	Essential/Desirable	Measurement
<b>Qualifications</b>		
Educated to degree level in digital media marketing, or related field, or equivalent experience.	E	Application
<b>Experience</b>		
1 – 3 years’ experience of digital media content development or marketing.	E	Application/Interview
Experience of managing WordPress websites	E	Application/Interview
Experience of using social media management tools (such as Hootsuite, Sprinklr).	E	Application/Interview
Experience with Microsoft Office	E	Application/Interview
Experience with ChurchSuite church data management software	D	Application/interview
Experience with Adobe, Creative Cloud (Photoshop, InDesign,	D	Application/interview

Premier Pro) or equivalent digital media tools.		
Experience of making online content accessible and inclusive for disabled people	D	Application/interview
Experience of managing budgets.	D	Application/interview
Proven confident communicator with a diverse range of people, including those at a senior level.	D	Application/interview
Sound understanding of monitoring, evaluating and reporting requirements.	D	Application/interview
Experience of social media for places of worship.	D	Application/interview
<b>Skills &amp; Abilities</b>		
Proficiency with major social media platforms and social management tools.	E	Application/interview
Knowledge of search engine optimisation.	E	Application/interview
Skills in using analytics data to measure and boost online impact	E	Application/interview
Strong copywriting and copyediting skills.	E	Application/interview
Understanding of the importance of making online content accessible	E	Application/interview

for disabled people and an enthusiastic desire to develop this further		
Ability to prioritise demanding workloads and work under pressure to meet strict deadlines ensuring attention to details.	E	Application/interview
Ability to demonstrate a collaborative approach and promote partnership working with different staff and volunteer departments internally.	E	Application/interview
Excellent interpersonal, oral and verbal communication skills	D	Application/interview
Experience of working with volunteers.	D	Application/interview
<b>Attributes</b>		
Team player.	E	Interview
Ability to work independently and uses own initiative.	E	Interview
Friendly, open manner and excellent communicator.	D	Interview

	Competent	Skilled	Advanced	Expert
Personal Effectiveness			x	
Planning and Decision Making			x	

Communications and Influencing				X
Building and maintaining relationships				x
Initiative and Resourcefulness		x		
Specialist Knowledge			x	

**Note:** If you have a disability which means you are unable to meet some of the job requirements, specifically because of your disability, please address this in your application. If you meet all the other criteria, you will be short-listed and we will explore jointly with you if there are ways in which the job can be changed/modified to enable you to meet the requirements.

The successful candidate will ideally be in sympathy with, and in their work support, the aims and mission of St James’s Piccadilly

**Main Terms of Employment**

Employment contract – 12 months: Fixed Term Contract (with possible extension)

Salary – for 12 months: full-time role £30,000 plus 7.5% employer’s contribution pension fund (.5 contribution by the employee)

Hours of Work – 35 hours per week (days per week to be discussed on appointment) with occasional evening or weekend work in order to carry out the requirements of the role.

References - Appointment is subject to satisfactory references

Probationary period - 2 months

Holidays for 12 months – 25 days plus eight statutory holidays per annum

**Application Process**

Please complete the application form - refer [www.sjp.org.uk/jobs](http://www.sjp.org.uk/jobs) - and forward to Jane Gray [hr@sjp.org.uk](mailto:hr@sjp.org.uk).

Applications close: midday Monday 9th August 2021

Remote interviews held: Thursday 12th August 2021 (may hold them in person on site – decision to be made closer to the time)