

CHURCH ARMY  
.ORG

# SOCIAL MEDIA OFFICER

Application Pack

BE THE TRAILBLAZER  
ACTIVATE CHANGE  
STRENGTHEN LIVES  
BUILD COMMUNITIES  
EMBRACE THE CHALLENGES  
BE THE HELPING HAND  
FAITH TAKING ACTION  
PURPOSEFUL ACTION  
REAL PEOPLE  
REAL FAITH  
RISK TAKERS

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# ROLE OF SOCIAL MEDIA OFFICER

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As Social Media Officer you'll be managing and boosting Church Army's presence on platforms like Facebook, Instagram, LinkedIn, X, and more. You'll create, curate and commission engaging content, manage schedules, and use analytics to refine strategies, aiming to build a supportive and vibrant online community. The Social Media Officer will build and maintain a strong, positive online community that reflects Church Army's values and supports its mission. You'll operate within a team focused on amplifying Church Army's impact through digital platforms, aligning with its Christian values and outreach goals.

This role will need to effectively communicate our key messages and the heart behind what we do. You will therefore need to be able to understand how our values shape our behaviours, the breath and impact of our work, and our key audiences to deliver material that aligns with and demonstrates this.

As an integral part of the Digital Team, you will work closely with the Digital Project Manager, the Data Analyst and Paid Media agencies as well as the Brand and Fundraising Teams. You'll be joining a creative and enthusiastic team who are passionate about communicating the work of Church Army.

We are looking for someone who:

- Loves to engage: You have strong skills in writing social media copy, content creation, and community management.
- Is data-driven: You're proficient in analysing engagement data and using insights to optimise strategies.
- Is a team player: You thrive in collaborative environments and are ready to work across departments to achieve collective goals.
- Will embody our values: You should resonate with and represent Church Army's Christian values both professionally and personally.

This role is part of a wider change in the structure of the Communications Team as we work to ensure that the team is equipped for the future work of Church Army so that we can widen our reach, share more about the work & witness of Church Army, and support the demands upon our Fundraising Team as we see a step-change in our work.

*Andrew Horton, Head of Communications and Digital Engagement*

# JOB DESCRIPTION

<b>Job Title:</b>	Social Media Officer
<b>Responsible To:</b>	Digital Lead
<b>Relating To:</b>	Communications Team, Fundraising Team, and other national staff teams.
<b>Purpose:</b>	The Social Media Officer is responsible for managing and enhancing the presence of Church Army on social media platforms. This role involves creating engaging content, scheduling posts, and analysing engagement data to refine social media strategies. The Social Media Officer will build and maintain a strong, positive online community that reflects Church Army’s values and supports its mission.
<b>Objectives:</b>	<ol style="list-style-type: none"> <li>1. Content Creation and Management - Develop and manage a content calendar and collaborate with the Brand and Digital Teams to produce compelling social media content.</li> <li>2. Community Engagement and Management - Monitor social media channels. Build and maintain a strong online community.</li> <li>3. Data Analysis and Strategy Refinement - Analyse engagement data to assess performance. Utilise insights to refine and optimise social media strategies.</li> <li>4. Collaboration and Team Support - Align social media strategies with broader digital goals.</li> </ol>

## RESPONSIBILITIES AND KEY TASKS:

### 1. Content Creation and Management

- 1.1 Develop and manage a content calendar for Church Army’s social media platforms, including Facebook, Instagram, LinkedIn, TikTok and X.
- 1.2 Create and schedule engaging posts that promote Church Army’s activities, events, and campaigns, ensuring a consistent and effective online presence.
- 1.3 Work closely with the Content Producers (Video and Stories), Graphic Designer, and Copywriter to produce compelling and high-quality social media content.

### 2. Community Engagement and Management

- 2.1 Monitor social media channels for audience comments, questions, and interactions (including during crisis communications events); engage with the community to foster a positive atmosphere and provide timely responses.
- 2.2 Build and maintain a strong online community that supports Church Army’s values and enhances audience engagement and retention.

### **3. Data Analysis and Strategy Refinement**

- 3.1 Work with the Digital Analyst to regularly analyse engagement data and metrics to assess the performance of social media activities.
- 3.2 Utilise insights from data to refine and optimise social media strategies, ensuring alignment with Church Army's overall digital objectives.

### **4. Collaboration and Team Support**

- 4.1 Collaborate with the Digital Team and Fundraising Team to align social media strategies with broader digital and communication goals.
- 4.2 Contribute to the development of social media strategies using insights and data to support decision-making and creative processes.
- 4.3 Participate in regular team meetings and strategy sessions, providing updates and insights on social media trends and audience preferences.

### **5. To be an active member of the Co.Lab team:**

- 5.1 To share in the life, objectives and shared practices of the Co.Lab team.
- 5.2 To attend and take part in Co.Lab gatherings.
- 5.3 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**

- Stay up-to-date with the latest social media best practices, tools, and technologies, as well as industry trends and innovative use-cases for organic social content.
- Actively participate in the Digital Team, supporting team goals and contributing to the success of Church Army's digital initiatives.
- 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 and on Church Army's intranet document library.
- Act in the best interest of Church Army at all times.

## **TRAINING**

As a responsible employer we value the importance of professional formation and expect our employees to commit to ongoing training towards fulfilling their roles. We will provide you with the support you need to succeed, including professional training where appropriate, regular 1-2-1s with your line manager and all the support that comes from being part of a national charity and a loving community.

# ROLE REQUIREMENTS

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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.

The candidate will need to model the Church Army values in their work and life. You must be in sympathy with the vision and values of Church Army and be willing to represent the organisation in public.

The Communications Team delivers a service on behalf of the organisation and in line with our value and ethos. In this role you will need to ensure that we are engaging in a range of social media channels in ways that are appropriate to our audiences and the users of those channels, communicating the key messages of Church Army. Therefore, this post has an Occupational Requirement for the post holder to have an active Christian faith in Jesus.

## Essential:

### Knowledge and Understanding

- In-depth knowledge of social media platforms such as Facebook, Instagram, LinkedIn, TikTok, and X.
- Understanding of digital marketing principles and how social media fits into broader marketing strategies.
- Awareness of social media trends and their implications for engagement and content strategy.

### Experience

- Experience in managing social media accounts for an organisation or brand.
- Experience in creating and executing a content calendar.
- Prior involvement in community management and crisis communication on social media platforms.

### Skills

- Strong writing and content creation skills, able to produce compelling and high-quality posts.
- Proficient in data analysis with the ability to use insights to drive strategy.
- Competence in using social media management and analytics tools.

### Attributes

- Excellent communication and interpersonal skills to engage effectively with a diverse online community.
- Ability to work collaboratively within a team and across different departments.
- Strong organisational skills with the ability to manage multiple tasks simultaneously.

## Desirable:

### Knowledge and Understanding

- Familiarity with the specific challenges and opportunities in using social media for non-profit or Christian organisations.
- Understanding of the latest advancements in social media technology and tools.

### Experience

- Experience working with content producers, such as video editors and graphic designers, to create multimedia social media content.
- Previous experience in a non-profit or faith-based organisation is an asset.

### Skills

- Advanced skills in graphic design or video production are highly desirable.
- Capability to provide training or guidance to other team members on social media best practices.

### Attributes

- Creative thinker with the ability to innovate and adapt to changing social media landscapes.
- A passion for the mission and values of the Church Army, with a commitment to fostering a positive online community that reflects these values.



# OUTLINE TERMS AND CONDITIONS

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<b>Location</b>	Wilson Carlile Centre, Sheffield. We are currently operating a 60/40 hybrid model for an office/home split.
<b>Salary</b>	£20,245.60 per annum (£25,307 FTE)
<b>Hours</b>	30 Hours Per Week (Part-Time)
<b>Pension</b>	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.
<b>Annual Leave</b>	198 Hours per year inclusive of bank holidays (Equivalent to 25 days per annum plus 8 bank holidays FTE)
<b>Probation Period</b>	6 months
<b>Contract Type</b>	Part-Time, Open Ended
<b>Notice Period</b>	4 weeks (after Probation)
<b>DBS Requirement</b>	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.
<b>Occupational Requirement</b>	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



# WHAT MAKES US CHURCH ARMY

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## 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

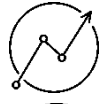
Everything we do is underpinned by our GRACEUP values:



**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.



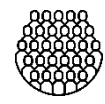
**Accountable** - We are accountable to God and others, and we want to be reliable and responsible to high professional standards.



**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

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

If you have any questions about the role, please contact [recruitment@churcharmy.org](mailto:recruitment@churcharmy.org)

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**Deadline:** 9am on 27/08/24

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**Interview date:** w/c 9/09/24

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## What to expect from our Recruitment Process:

- Upload your completed application form on our website, or email it to [recruitment@churcharmy.org](mailto: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](http://www.churcharmy.org)