

CHURCHARMY
.ORG

**CONTENT PRODUCER
(STORIES)**

Application Pack

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ROLE OF CONTENT PRODUCER (STORIES)

As a Content Producer (Stories), you'll be pivotal in sourcing, capturing, and crafting impactful stories from across the UK and Ireland. Your work will highlight the transformative impact Church Army has through compelling narratives. This position requires strong skills in interviewing, copywriting, and content creation, aimed at crafting compelling narratives that highlight our work and impact.

You'll travel to various Church Army projects and Centres of Mission across the UK & Ireland, gathering stories on location. You'll collaborate with the Communications and Fundraising teams, including the Content Producer (Video), Copywriter, and Social Media Officer. You'll also work closely with the Brand and Content Manager to ensure our stories align with Church Army's values and messaging.

This job might be for you if you have ...

- Strong interviewing and copywriting skills
- Experience in content creation and storytelling
- Ability to build rapport with diverse groups
- Team collaboration skills
- Knowledge of social media best practices
- A passion for creating impactful narratives

Andrew Horton, Head of Communications & Digital Engagement

JOB DESCRIPTION

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|------------------------|---|
| Job Title: | Content Producer (Stories) |
| Responsible To: | Brand and Content Lead |
| Relating To: | Copywriter, Content Producer (Video), Social Media Officer, Communications Team, Fundraising Team |
| Purpose: | The Content Producer (Stories) plays a key role in sourcing, capturing and developing impactful stories from Church Army's projects across the UK and Ireland. |
| Objectives: | <ol style="list-style-type: none">1. Establishing Relationships and building rapport with Church Army's Key Projects, Centres of Mission, volunteers, and staff to facilitate effective story gathering and development.2. Content Creation: Produce compelling stories for various platforms, ensuring alignment with Church Army's values and messaging.3. Coordination and Collaboration: Collaboration with the Social Media Officer, Content Producer (Video), Copywriter and other members of the Communications and Fundraising teams to align narratives and fulfil our strategic objectives. |

RESPONSIBILITIES AND KEY TASKS:

1. Story Gathering and Development:

- 1.1 Travel to Church Army's Key Projects and Centres of Mission across the UK & Ireland to gather stories and insights from people we serve, volunteers, and staff.
- 1.2 Conduct interviews and gather information in a manner that is respectful to participants, encourages co-production and is aligned with Church Army's values.

2. Content Creation and Adaptation:

- 2.1 Write compelling stories that effectively communicate the impact of Church Army's work, tailored for various platforms including websites, newsletters, and other printed material.
- 2.2 Work with the Social Media Officer (and the Content Producer (Video) as required) to adapt stories for different social media channels, ensuring adherence to best practices for each platform to optimise engagement.

3. Collaboration and Coordination:

- 3.1 Work closely with the Content Producer (Video) and Copywriter to ensure a cohesive narrative across different content formats and media.
- 3.2 Collaborate with the Brand and Content Manager to align story content with Church Army's brand guidelines and strategic messaging.

4. Content Strategy and Execution:

- 4.1 Contribute to the content strategy by bringing forward stories that resonate with Church Army's mission and audience segments.
- 4.2 Assist in planning content schedules and campaigns that effectively utilise stories to enhance Church Army's brand and outreach.

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 informed about the latest trends in content production and storytelling, integrating innovative approaches into content creation.
- Participate in regular team meetings and provide updates on content development and performance.
- 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

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.

All aspects of the person specification will be assessed via the application form, interview and selection process, and within pre-employment check (e.g. references).

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. This role works closely with project leads and our Centres of Mission staff, so a strong understanding church and Christian practices and attitudes is essential as you write stories that effectively communicate the impact of Church Army's work. Therefore, this post has an Occupational Requirement for the post holder to have an active Christian faith in Jesus.

Essential:

Knowledge And Understanding:

- Deep understanding of storytelling techniques and narrative structures.
- Familiarity with the principles of content creation and digital marketing.
- Awareness of the social impact sector, particularly within the context of Christian-based organisations.

Experience:

- Proven experience in content creation, particularly in writing and storytelling.
- Experience conducting interviews and gathering firsthand stories.
- Demonstrated experience working in collaboration with diverse teams.
- Previous experience in adapting content for various platforms, including social media.
- Adhering to the principles of accessibility, diversity, equality and reciprocity in the co-production of storytelling.

Skills:

- Strong interviewing skills with the ability to build rapport quickly.
- Exceptional copywriting and editing skills.
- Able to capture mobile video and photography as required.
- Ability to travel across the UK & Ireland and manage on-location content gathering.
- Proficiency in using content management systems and digital tools.

- Strong organisational and time management skills.

Attributes:

- Passionate about creating impactful narratives.
- Sensitivity, patience and an affirming attitude when working with vulnerable people and recording their stories.
- Excellent interpersonal and communication skills.
- Highly motivated and self-driven.
- Strong alignment with Church Army's values and mission.
- Flexibility and adaptability to changing environments and requirements.

Desirable:

Knowledge And Understanding:

- Understanding of social media best practices.
- Knowledge of visual storytelling techniques.

Experience:

- Previous experience in the charity or faith-based sector.
- Previous experience of writing scripts for video productions.

Skills:

- Proficiency in video editing or photography.
- Skills in SEO and content optimisation.
- Competence in using creative software (e.g., Canva, Adobe Creative Suite).

Attributes:

- Creative and innovative mindset.
- Ability to work under pressure and meet tight deadlines.
- Strong collaborative spirit and team-oriented approach.



OUTLINE TERMS AND CONDITIONS

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|---------------------------------|--|
| Location | Remote |
| Salary | £27,885 per annum |
| Hours | 30 Hours (Part-time) |
| Pension | 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. |
| Annual Leave | 198 Hours inclusive of bank holidays (25 days per annum plus bank holiday FTE) |
| Probation Period | 6 months |
| Contract Type | Full Time, Open Ended |
| Notice Period | 4 weeks (after Notice Period) |
| DBS Requirement | 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. |
| Occupational Requirement | 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

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

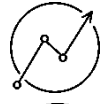
Everything we do is underpinned by our GRACEUP values:



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.



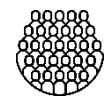
Accountable - We are accountable to God and others, and we want to be reliable and responsible to high professional standards.



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

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

Deadline:

29/07/24

Interview date:

12/08/24

What to expect from our Recruitment Process:

- Upload your completed application form on our website, or email it to 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