

Digital Communications Assistant (DCA)



PURPOSE AND OBJECTIVES

To contribute to the development and delivery of effective digital communications for the London District of the Methodist Church. This will be achieved through the maintenance of the District's social media channels; building content, such as video and graphics; producing the monthly e-newsletter for the District and ad hoc e-bulletins; supporting the Digital Communications Manager in maintenance of the District's website and engagement and training of churches within London.

Responsible to: Digital Communications Manager

Relationships: District Chairs
District Team
Digital consultants
Ministers and lay volunteers across the District

MAIN RESPONSIBILITIES:

- Overseeing content on the District's social media channels by preparing content, posting, and engaging where appropriate; ensuring the District are posting regularly;
- Building content for social media (where required) with relevant staff /volunteers /committees /District Chairs, e.g. videos/graphics etc;
- Support the Digital Communications Manager by ensuring the Communications Grid plan is up to date, and that the District's plans for maintaining an online presence ensures that key messages and events are promoted and effectively communicated using website, social media and other communication tools;
- Produce the District's monthly e-newsletter, and ad hoc e-bulletins to ensure good coverage of District activities;
- To lead on the production of the District's Annual Report by requesting reports from each relevant team member and committee in the life of the District, and then editing these into the final report;
- Supporting the Digital Communications Manager with the maintenance of the District website, liaising with District staff and Officers to ensure that the website promotes District work and meets their current requirements;
- To support the Digital Communications Manager in the provision of outreach to churches and circuits to support them with their social media presence, website development, and other digital tools for communications;

General:

- Implement and follow District policies and procedures;
- Be committed to personal continuing professional development, undertake any training necessary and participate in the organisation's supervision and appraisal system;
- Support the rest of the team when and if necessary by assisting with queries and guests;
- Be able and willing to work flexible hours, including evenings and weekends;
- Carry out other duties in discussion with your line manager that fall into your role.

PERSON SPEC:

Essential

- Knowledge or experience of social media platforms (i.e. Facebook, Instagram and YouTube);
- Ability to write accurately, and effectively share stories gleaned from others for publication;
- Ability to influence others and communicate effectively verbally and through written communication;
- Ability to work well with volunteers;
- Good working knowledge of IT applications, including Microsoft Word, Excel, PowerPoint Outlook, Zoom and Microsoft Teams;
- Good time management and prioritisation skills;
- Ability to work collaboratively as part of a team, but also on own and be self-motivated;
- Able to demonstrate an understanding of the diverse context of London Methodism and an ability to work inclusively and positively with a wide range of people;
- Sympathy with the ethos of the Methodist Church;
- Be prepared and willing to work on occasions outside normal working hours, including evenings and weekends as agreed with the line manager.

Desirable

- Knowledge or experience of using packages such as Canva, Hootsuite and Adobe software (e.g. Photoshop, Creative Cloud);
- Knowledge or experience of using CRM systems for the purposes of sending bulk communications;
- Knowledge or experience of email marketing platforms such as MailChimp;
- Knowledge or experience of using website platforms, such as Wix;
- Understanding of the Not for Profit/ Charity sector.

Terms and Conditions

Terms of appointment:	Two-year contract [with possibility to extend, subject to funding].
Equal Opportunities:	The District is committed to equal opportunities, anti-discrimination and anti-oppressive policy and practice. No one we have contact with may be discriminated against either directly or indirectly on the grounds of gender, race, nationality, religion, cultural group, marital status, sexual orientation, age or impairment. The policies apply to job applicants, employees, volunteers, users and beneficiaries of our services. The District has a zero-tolerance approach to harassment towards our staff and volunteers, regardless of whether it is physical, verbal or non-verbal. This includes sexual harassment or abusive behaviour.
Physical Conditions:	Office based. Flexibility to work from home for part of the week can be considered.
Remuneration:	Starting salary will be £27,000 per annum, pro rata, reviewed annually.
Work Permit:	Appointment will be subject to documentary evidence of the right to live and work in the UK
Hours of Work:	21 hours per week. Flexibility in hours is encouraged as evening meetings and/or weekend work is required within this role.
Holiday Entitlement:	Generous holiday entitlement as below: During the first to fourth years = 25 days During the fifth to ninth years = 28 days During the tenth and subsequent years = 30 days plus Bank Holidays and an extra three days at Christmas and New Year.
Pension:	Eligible employees will be auto enrolled into the District Pension Scheme (6% employer and 6% employee contributions).
Probationary Period:	Appointments for lay employees are made subject to the satisfactory completion of a six-month probationary period.
Travel expenses:	All reasonable expenses will be reimbursed. Mileage is paid at £0.45/mile.
Equipment:	A laptop will be provided to be used solely for this work.