



## Job Description

<b>Job Title:</b>	<b>Digital Communications Officer</b>
<b>Responsible to:</b>	<b>Senior Communications and Engagement Manager</b>
<b>Salary:</b>	<b>£30,000</b>
<b>Location:</b>	<b>5 Trinity Street, London SE1 1DB</b>
<b>Hours of work:</b>	<b>Full time – 35 hours per week.</b>

Occasional work outside of office hours, with time off in lieu.

### **Background:**

USPG is the Anglican mission agency that partners churches and communities worldwide in God's mission to enliven faith, strengthen relationships, unlock potential and champion justice.

You can find out more about our work by visiting [www.uspg.org.uk](http://www.uspg.org.uk)

### **Fundraising, Communications and Engagement Team**

Reporting to the Senior Communications and Engagement Manager, the Communications Officer role sits within the Fundraising, Communications and Engagement team. The team serves the needs of the organisation through broadcast, print and digital media by engaging a range of key audiences. Raising the profile of USPG and creating a deeper understanding of its dynamic and forward-thinking work across the Anglican Communion within the UK is a major organisational priority. The post holder will work collaboratively across this team to ensure seamless online supporter journeys and supporter experiences while delivering overall organisational objectives.

### **Job Purpose:**

The Communications Officer will work across all media and channels to raise the profile of USPG and its partners and the work they do. The Officer will liaise with colleagues and partners to gather information and use it to create engaging collateral which informs, inspires, and sometimes challenges. The Officer will oversee the day-to-day running of our website and social media channels. One aim of the role is to increase our online audiences

as well as using digital streams and our publications to engage and attract supporters to our fundraising activities and events. Collecting and developing stories and case studies will form an important part of this role.

Principal Accountabilities (Responsibilities)	% Time
<p>1. <b>Social Media:</b> Develop and enhance USPG’s digital output/presence and reach by:</p> <ul style="list-style-type: none"> <li>a. Researching, creating, and publishing content for USPG’s digital platforms: Facebook, Twitter, and Instagram. This includes creating a digital calendar, writing and scheduling output, and using appropriate imagery to ensure output is topical and attractive.</li> <li>b. Liaising with staff in communications and other teams to create relevant output to attract an international audience.</li> <li>c. Using effective strategies to ensure USPG posts engage with the desired audience and grow our following.</li> <li>d. Continually assess our social media platforms and ensure we are reaching our audiences and potential audiences effectively.</li> <li>e. Monthly reporting on social media performance.</li> </ul>	<b>30%</b>
<p>2. <b>Website:</b> working with the Communications Officer to take responsibility for creating content and providing updates for the standing website pages. In particular:</p> <ul style="list-style-type: none"> <li>a. Producing regular news stories, articles and other material, including support for campaigns which keep the website fresh and engaging.</li> <li>b. Ensuring that the core content pages (including trustee updates, annual reports, etc.) are up-to-date.</li> <li>c. Upload, review, amend and upload content in a timely fashion</li> </ul>	<b>25%</b>
<p>3. <b>SEO and Analytics:</b> Supporting the digital growth of USPG by:</p> <ul style="list-style-type: none"> <li>a. Creating and updating monthly GA4 reports for the website and using the insights and analysis to work with the communications team to optimise the site.</li> <li>b. Create and schedule paid adverts when appropriate ensuring budgets are kept to</li> <li>c. Monitor key organic traffic and ranking metrics and continually enhance our capabilities to monitor the health of our SEO.</li> </ul>	<b>15%</b>
<p>4. <b>Media Monitoring:</b> working with the Senior Communications Manager to ensure that press coverage for USPG is communicated effectively.</p> <ul style="list-style-type: none"> <li>a) Weekly monitoring of USPG’s press and digital media mentions</li> </ul>	<b>15%</b>

<p>b) Create monthly (or weekly) internal e-news shot for staff and key stakeholders which includes USPG mentions but also any press coverage on topics relevant to USPG</p>	
<p>5. <b>Supporting communications function:</b> working with the Senior Communications and Engagement Manager to support communications for USPG this will include but is not exclusive to:</p> <ul style="list-style-type: none"> <li>a. Supporting the sign off process for written content</li> <li>b. Writing articles and stories for our publications and website</li> <li>c. Being the communications lead on specific programmes</li> <li>d. Supporting USPG events</li> <li>e. Emergency and rapid response materials</li> <li>f. Other ad hoc content as required by the Senior Communications and Engagement Manager</li> </ul> <p>To work in close collaboration with other members of the Fundraising, Communications and Engagement team as well the Global Mission team to ensure an integrated approach to all USPG’s online publications and materials.</p>	<p><b>15%</b></p>

**Note:** Ongoing training is a priority to ensure that the Communications Officer is up to date with their understanding of SEO, video editing, copy writing, the Content Management System and other developments.

## Person Specification

This form shows which criteria are essential and which are desirable for the job. They have been ticked as appropriate.

**E** = essential criteria. The job cannot be done without them.

**D** = desirable criteria can help the job to be done more effectively.

<b>Experience and Background</b>	<b>E</b>	<b>D</b>
At least 1-2years' experience as a communications assistant/officer with proven ability to write online and editorial and create engaging content	●	
Experience in the day-to-day running of charity/organisation website and social media accounts	●	
Good cross-cultural awareness and a demonstrable understanding of the complexities in the way people are portrayed and recognition of the challenges this brings to engagement and fundraising materials	●	
A basic understanding of search engines, HTML, web analytics and OnPage / OffPage optimisation (training can be provided to enhance this knowledge)	●	
Experience in communicating with Christian / Church audiences		●

<b>Skills and Abilities</b>	<b>E</b>	<b>D</b>
Excellent interpersonal skills and the ability to build positive and productive working relationships with colleagues and external partners	●	
Highly organised with an ability to forward plan and schedule workflows	●	
Ability to motivate and inspire others when presenting complex issues in digital form simply and clearly	●	
Self-motivated and able to manage own time and workload	●	
Good attention to detail	●	
A positive, problem-solving approach		●
IT skills – excellent skills in Word, Excel, Outlook and PowerPoint	●	
Exposure to Javascript or other programming languages besides HTML + CSS.		●

<b>Knowledge and Understanding</b>	<b>E</b>	<b>D</b>
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Understanding and enthusiasm for the approach USPG has to our work around the world.	•	
An ability to write for a Christian audience		•
A genuine interest in, and desire to learn more about, the churches of the Anglican Communion and their mission, and the distinctiveness of USPG's part in it both historically and currently.	•	
Familiarity and confidence in using a range of social media channels	•	
Understanding of issues faced by faith-based organisations working internationally		•

<b>General</b>	<b>E</b>	<b>D</b>
An ability to handle sensitive and controversial subjects with intelligence and discretion.	•	
Occasionally to work unsocial hours and travel within Britain and overseas		•
A good knowledge of the Christian Church in Britain and Ireland and the wider Anglican Church		•
Inspired by the work of USPG and in agreement with its Christian ethos	•	