

Role Profile for Social Media Manager.

You will be working with the clergy team to create content for a variety of audiences across our social media channels, with an emphasis on content for a younger audience. The role is also responsible for overseeing content creation and messaging monitoring.

The role is very time limited and there is no expectation that all the duties described are performed every week. The focus will be on regular content creation and channel management.

Job Title: Social Media Manager

Location: Chenies Benefice (St George's Little Chalfont) — hybrid working arrangement

Reports to: Rector or PCC Deputy Chair

Contract: Part-time, fixed-term (3hrs a week for 6 months, if the trial period is deemed successful by the PCC, 2hrs a week for a further 6 months at which point the PCC will consider if it has the financial means to make this a permanent position.

Annual Salary FTE: £45,000 - £48,750

MAIN DUTIES AND RESPONSIBILITIES

Strategy and campaigns

1. Develop content and platform strategy to better reach, and grow our social media audiences.
2. Advise key stakeholders (clergy, wardens, PCC members) on social media strategy.
3. Research development of platforms and trends to accompany our strategy.
4. Work with colleagues on content strategy and communicate content plans to the PCC.

Content creation and management

1. Plan, curate, and schedule regular content for our social media channels, ensuring a broad, high-quality mix of tailored content that meets our goals.
2. Write clear, simple and concise copy for the parish's social media channels.

Social media monitoring and community management

1. Monitor our social media channels during working hours to ensure comments, complaints and queries are dealt with appropriately, identifying issues that need response or escalation.

Insights and reporting

1. Identify social media opportunities
2. Provide the clergy team, and other key stakeholders, with regular updates on the impact of content – to inform, and direct ongoing content publication.
3. Produce analysis of termly online service figures.
4. Produce social media analytics and insights reports, using findings to inform future activity.
5. Refer to the Parish Safeguarding Officer if any relevant online activity requires specialist support.

About You

Essential

Skills/Aptitudes:

- Exceptional writing, copy-editing, and proofreading skills, ensuring clear, flawless communication without any errors.
- Excellent interpersonal skills.
- Proven ability to communicate using social media.
- Highly organised.
- Creative thinker with a strategic mindset, able to craft compelling content and develop innovative solutions.

Knowledge/Experience:

- Experience of social media community management, maintaining resilience while dealing with the volume of messages and difficult conversations that arise while working at a large organisation.
- Track record of taking projects, ideas and initiatives from concept through to delivery.
- Awareness of social media trends and clear understanding of the role of social media within digital marketing and communications.
- The ability to respond to questions about faith through social media.

Personal attributes:

- Comfortable and confident promoting Chenies Benefice and your Christian faith in the digital public square.
- A desire to bring more people to faith in Jesus Christ and deepen people's faith.

- A team player with a can-do attitude, willing to pull together with colleagues at busy times.

Desirable

Knowledge/Experience:

- Experience of working as a social media manager or equivalent.
- Professional digital experience (adhering to a sign-off process, using content management systems and social media publishing, scheduling and reporting tools).
- Personal attributes:
 - o Able to demonstrate a resilient approach in the workplace.
 - o Genuine enthusiasm for innovation in social media and keeping up to date with social media trends and best practice.

Circumstances

This role will involve travel within the parish of St Michael's Chenies and St George's Little Chalfont for the purposes of content creation. Office space in St George's Church can be provided, or you may wish to work from home.