

SOCIAL MEDIA COORDINATOR

Job Description

Responsible to: Head of Communications & Engagement

Main Purpose: Sharing the life of the diocese and positive content about Christian faith through social media with particular relation to sharing news and stories about the 2025 Bid for national funding. This role also includes equipping our churches to reach out using digital tools and social media platforms with a particular emphasis on younger audiences, in line with our Bid's priorities to grow younger and more diverse as a diocesan community.

Hours: 2 days/14 hours per week (0.4)

Salary: £30,366 per annum. Approx £12,146 per annum for part-time – 2 days/14 hours per week

Terms: Fixed Term 9-month fixed term with potential of extending

Responsibilities and Purpose

1. Developing the diocese's social media presence on its current platforms – Facebook, Instagram, LinkedIn– developing content and campaigns according to an annual content plan which incorporates all church seasons, awareness days, liturgical events, as well as sharing the key messages and events from the Diocese particularly in relation to the 2025 Bid for national funding.
2. Working closely with the Comms team, Strategic Development team and senior staff to identify stories and examples of good ministerial practice and creative ideas that can be communicated with our wider diocesan community through social media, fostering a culture of information and ideas sharing across the diocese.
3. Being part of wider strategic conversations to consider the role of social media in how the diocese can effectively communicate information about the Bid process and how benefices can engage with it, particularly in communicating with children, youth and families and youth leaders.
4. Assist with the development of a strategic plan which grows the diocesan presence on new platforms, such as TikTok and BlueSky, with the specific aim of generating content that reaches younger audiences and that is more missional and 'gospel-centred', keeping up to date with online trends.

5. Working closely with Mission and Ministry Team to communicate their training and events in ways tailored to younger audiences, and building collaborative networks of young people and youth leaders and comms people around the diocese who will share our content.
6. Equipping our parishes with digital skills in using social media through training, getting them started on appropriate platforms and advising them on content and strategy to connect with existing and new audiences, as part of a suite of interventions offered as part of the 2024 Bid for funding and aligning with aims to help our diocesan community grow younger and more diverse.
7. Using online tools in data analysis, reporting on social media engagement, and scheduling tools such as Buffer.
8. Engaging with other social media users within and outside our community, including regularly interaction with parishes and diocesan communities, sharing their stories and commenting, replying to messages and queries, and being an ambassador for the diocese and our Christian faith and values.
9. Ensuring our social media platforms allow stakeholders to provide comments and feedback on all that we do and to create a culture of shared ownership and storytelling.
10. Working consistently within and upholding the diocese's brand values/tone of voice and within the Archbishop's social media guidelines: [Social media community guidelines | The Church of England](#) as well as the diocese's own social media policy [Social Media Policy - Diocese of Winchester \(anglican.org\)](#)
11. Supporting the other members of the comms team with creating designed content using tools like Canva and video for use on social media sites and offering creative ideas within the team context.

Person specification

Education and qualifications

1. Educated to at least degree level preferable.
2. An excellent level of English is essential.
3. It will be a requirement of the appointment that Safeguarding Training (level to be determined) is completed along with:
 - a. Equality and Diversity and related modules.
 - b. GDPR
 - c. Fire Safety Awareness
 - d. DSE for Home workers/office workers
 - e. First Aid refreshers
 - f. Office Health and Safety

Background and Experience

4. Experience of using social media and designing campaigns to share stories of Christian faith, grow online community and reach younger audiences.
5. Some experience with audio, photography, video editing for multi-channel use.
6. Good skills in both written and verbal communication.
7. Familiarity with graphic design tools such as Adobe Creative Suite or other editing tools.
8. Experience of working within, or alongside, the Church of England or another Christian charity or mission organisation desirable.

Skills and Personal Competencies

9. Writing and editing: The ability to write creatively in a range of styles and contexts, with strong attention to detail, grammar and spelling.
10. Digital content editing: the ability to edit photo and video content for multi-channel use such as social media and websites.
11. Planning, researching and organising: The ability to conduct independent research and take in a range of information, think things through logically and plan workload accordingly.
12. Prioritisation and managing under pressure: Makes timely decisions about priorities, managing a diverse workload, and working to deadlines across concurrent projects.
13. Building Relationships: The ability to build rapport and maintain long term relationships with key stakeholders such as clergy, parish officer, the bishop's staff team and the strategic development team.
14. Initiative and Taking Ownership: Takes on responsibility and accountability for tasks and actions.
15. Collaborative Team Working: The willingness to act as part of a team and work towards achieving team goals and outcomes.
16. Effective Communication: The ability to communicate well and put across your thoughts and ideas through a variety of communication methods.
17. Administration: Managing office correspondence, document and record keeping, basic finance, information search and organisation of tasks.
18. IT skills: Use of Microsoft Office/Office 365 applications.
19. Data Protection and GDPR: A good understanding of how DP & GDPR applies to the work of the role and how it needs to be managed within the context of the role.

Other

20. To be effective in this role the role holder will be required to understand the Christian context of the work to be done. To communicate this effectively and authentically to others the role holder will need to connect through using words that resonate well with others.

21. The role holder will need to not only have empathy for and be supportive of the work of the Church of England as well as the mission, ministry and priorities of the Diocese, but also have an excellent level of emotional intelligence.
22. Current driving licence and access to a vehicle.
23. Confidential and able to handle sensitive information.

This job description and person specification is not an exhaustive list of tasks and responsibilities.

NOTES

The following general principles should be noted:

- This role will be based at The Diocesan Office, Old Alresford Place, Alresford, Hampshire, SO24 9DH. Please note that there are no public transport links to Old Alresford. It is anticipated that some home working may be available/necessary.
- The role is fixed term for 9-months with a potential of extending, subject to funding and the role holder having completed a satisfactory probation period. This role is subject to a 3-month probation period.
- The role is part-time 14 hours/2days per week (0.4), there will be an agreed normal pattern of working days. Core office hours are Monday – Friday of each week, 9.00 am to 5.00 pm this includes an unpaid lunch break of an hour each day.
- There will be occasional evening and weekend working with notice and in agreement with your line manager.
- The role will require occasional travel about the diocese, sometimes outside usual business hours and to locations that are not served by public transport. The role holder will need to have access to their own transport and appropriate business use vehicle insurance.
- It is anticipated that some home working may be available, once the post holder has learnt the role.
- The role is offered on the basis of the role holder having a right to work in the UK.
- The employer will be The Winchester Diocesan Board of Finance. As such the role is under the leadership of the Diocesan Secretary and Chief Operating Officer. WDBF policies and procedures are directly applicable to the role. WDBF Employee Terms and Conditions apply.

JD Agreed JL/SMB 4 July 2025