



## Job Description

**Job title:** Digital Communications Coordinator

**Line Manager:** Director of News

### Role Purpose:

The role will work as part of a cohesive team communicating the work of the Catholic Bishops' Conference of England and Wales. You will use a broad range of communication channels to develop understanding about the work of the Bishops of the Catholic Church throughout England and Wales. The role will be split between the general duties of supporting a media office and focusing on digital media.

The role will contribute towards the proclamation of the love of Jesus Christ being the golden thread which motivates all the work of the Secretariat and permeates every aspect of the work of supporting the Bishops' Mission.

### Responsibilities:

- To support the media office in all of its activities as it seeks to promote the public witness of the Bishops.
- To support the Digital Manager to provide effective digital communications to develop awareness and understanding of the Catholic Church in England and Wales.
- To undertake first line response to media enquiries and support media office response.
- To manage the social media presence of the Catholic Church in England and Wales across multiple channels, as directed.
- To create and format engaging content consistent with the teaching of the Catholic Church, based upon a well-developed understanding of a wide range of CBCEW audiences
- To assist in the development of effective and consistent monitoring of the social media landscape, identifying trending topics and suggesting new communications opportunities.
- To develop social media activity to engage new and existing audiences with the richness of content.
- To assist in gathering, analysing and presenting relevant digital traffic data across all channels in a consistent format for weekly meetings.
- To develop the potential of paid digital advertising,
- To develop insight using contact data compliant with relevant legislation and good practice,
- To support the senior communications team members delivering day-to-day news and media management activities,
- Working with the communications team, to support creation of regular communications to internal and external stakeholders,
- Working with the communications team, to drive innovative new initiatives across relevant digital channels,
- To play a role in ensuring that digital communications accurately reflect the Catholic Bishops' Conference of England and Wales mission and values.

**Any other related activities that may be required by Digital and Web Manager**

## Person Specification

### Essential:

Competency	Criteria	Assessment
Enthusiasm and commitment to work in a busy communications team environment with a positive can-do attitude.	<ul style="list-style-type: none"> <li>Provides evidence in CV</li> <li>and Interview</li> </ul>	<ul style="list-style-type: none"> <li>Covering letter</li> <li>CV</li> <li>Interview</li> </ul>
Effective organisational communications use of social media platforms, recognising their particular functions.	<ul style="list-style-type: none"> <li>Provides examples</li> </ul>	<ul style="list-style-type: none"> <li>Covering letter</li> <li>CV</li> <li>Interview</li> </ul>
Knowledge of the Catholic Church in England and Wales.	<ul style="list-style-type: none"> <li>Understands diocesan/parish structures and some understanding of mission in the Church.</li> </ul>	<ul style="list-style-type: none"> <li>Covering letter</li> <li>Interview</li> </ul>
Good written and spoken communication skills	<ul style="list-style-type: none"> <li>Ability to communicate clearly on the telephone and in undertaking administrative tasks</li> </ul>	<ul style="list-style-type: none"> <li>Covering letter</li> <li>CV</li> <li>Interview</li> </ul>
Ability to use Microsoft Office, particularly MS Word and MS Excel and MailChimp	<ul style="list-style-type: none"> <li>Provides examples of use in an office context</li> </ul>	<ul style="list-style-type: none"> <li>Covering letter</li> <li>CV</li> <li>Interview</li> </ul>
Ability to follow instructions, pay close attention to detail and record data accurately.	<ul style="list-style-type: none"> <li>Provides examples</li> </ul>	<ul style="list-style-type: none"> <li>Covering letter</li> <li>CV</li> <li>Interview</li> </ul>
Ability to work calmly and competently under pressure and achieve deadlines	<ul style="list-style-type: none"> <li>Provides examples</li> </ul>	<ul style="list-style-type: none"> <li>Interview</li> </ul>
Self-motivated and able to prioritise work to achieve deadlines without compromising quality.	<ul style="list-style-type: none"> <li>Provides examples</li> </ul>	<ul style="list-style-type: none"> <li>Covering letter</li> <li>CV</li> <li>Interview</li> </ul>
Commitment to working flexibly and collaboratively with colleagues	<ul style="list-style-type: none"> <li>Provides examples</li> </ul>	<ul style="list-style-type: none"> <li>Interview</li> </ul>

### Desirable:

- Experience of working within the Catholic Church and/or charity sector