



# AVON VALLEY CHURCHES

LOVING • CONNECTING • SERVING

## **BENEFICE OF THE FUTURE DIGITAL COMMUNICATIONS ENABLER**

The Avon Valley Churches seek to appoint a digital communications enabler to play a key role in delivery of the project 'Benefice of the Future'. This is 3 year project in the Winchester Diocese and the aims are:

- to develop sustainable models of rural ministry and churches
- to identify processes which can reach our missing generations
- to develop models of collegiate working across all the churches within the respective Benefices

This post is for the Avon Valley Churches , which include the Churches of Fordingbridge with Godshill and Sandheath; Hyde; Breamore; Hale & Woodgreen

### **Overview**

The successful person will be an experienced and enthusiastic communicator, with a good knowledge of the use of social media, and sympathetic to its aims and beliefs of the Church of England. With a proactive outlook, you will help to promote the work and mission of the Churches in our area, connecting with colleagues and external stakeholders from all walks of life to help tell our stories and share expertise.

With a foundation of excellent copywriting in a variety of styles, you will take a day-to-day lead with the AVP Benefice's communication platforms, including the news and blog sections of the website, the e-Communications and social media channels.

You will build strong relationships with colleagues, parishes, schools, journalists and broadcasters and external communications service providers, developing an understanding the needs of our individual parishes, striving for an integrated approach throughout the Benefice.

You will form part of collegiate and outward-looking ministry teams.

# Job Description

## Benefice of the Future Digital Communications Enabler

### Job Purpose

To play a key operational role in the development of a Communications Strategy for the Benefice in partnership with Key Stakeholders

### Terms

- Hours: 5 hours p.w., spread over a number of days.
- Location: Fordingbridge and surrounding villages
- Salary: £11.15 p.h.
- Holiday: 4 weeks per year.
- Length of contract: 1 year. 1 month probationary period, possibility of extension.

### Accountability

- The Rector of AVC (Line Manager)

### Key relationships

- The ministry team
- The Parish PCCs
- The Church Office Personnel
- AVP Parish Youth Children and Families Development Worker
- AVP Digital worker
- AVP parish/schools/chaplaincy/ other church leaders and personnel
- Magazine Editors throughout the Benefice,
- The Diocese of Winchester Communications Team
- External suppliers of communications services (website & database) and freelance photographers,
- Local media and journalists.

### Key Responsibilities

#### Sharing the Good News

- Raising the profile of the AVC through effective internal and external communications by ensuring all activities are reported in the correct and most appropriate forms.

#### Better communication

- Encouraging, enabling and supporting the staff team to communicate the good things going on through digital, print, TV and website mediums.

#### Exploring and initiating new ways of communicating

- Things like Instagram, Twitter, new platforms for young people, etc.

#### Managing website content

- Including posting news stories, events and keeping content up-to-date
- Facilitating the meetings of a Website Development Group, continually to improve the website

#### General

- To undertake any other reasonable duties in line with competencies as required.

<b>Person specification</b>		
	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	Relevant experience, skills and abilities.	Relevant professional qualification (e.g. DipCIPR, NCJT or equivalent)
<b>Experience</b>	Proven ability to work with social media, websites, etc.	<p>Experience in a communications, PR, journalistic or marketing role.</p> <p>Experience of working with the media;</p> <p>Experience of work within a faith context.</p> <p>Experience of public relations within a faith context.</p> <p>Experience of managing a multiple-user content management system (CMS) website.</p> <p>Experience of helping to deliver change within an organisation.</p>
<b>Knowledge</b>	Understanding of the workings and priorities of print and broadcast media.	<p>Developed contacts with local and national media.</p> <p>Understanding of the Church of England and its structures.</p> <p>An understanding of other Christian denominations and non-Christian faiths.</p> <p>Understanding of social media from an organisational perspective</p>
<b>Skills</b>	<p>Proven writing skills of a journalistic style, with clear and precise use of written English</p> <p>Ability to present opposing sides of an argument evenly</p> <p><b>Excellent IT skills</b></p> <p>Excellent oral and presentation skills</p> <p>Proactive approach, with ability to spot news stories prior to publication</p>	<p>Photography and basic image editing;</p> <p>Interviewing spokespeople for video or audio recordings.</p>

	High standards of accuracy and rigorous proof reading ability.	
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