

Job Description: Social Media Partner, Youth Catalyst

Salary	£28,390 - £30,960
Grade	6 Officer
Team	Youth Catalyst Team
Line Manager	The Youth Catalyst Gathering Team Lead
Matrix Manager	Head of Communications
Line Reports	N/A
Contract Duration	Two-year fixed term (with expectation of extension subject to funding).
Contract Type	Full time
DBS Check Requirement	Enhanced

Job Purpose

The role is central to our Youth Catalyst Strategy and is part of the Mission Team at Church House Guildford. The Partner is a key member of the Youth Catalyst Gathering and Social Media Team that provides high-quality worship and evangelism events, discipleship opportunities and trains youth leaders and young people. The purpose of the role is to design and deliver the social media aspects of the Youth Catalyst Project which reaches and equips the emerging generation to find and follow Jesus. The Partner plays the key operational role in developing and implementing the Youth Catalyst digital communications strategy, leading on the creation of channels, design and delivery of social media content that helps young people aged 11-18 years explore digital discipleship and evangelism. This is a strategic and hands on role in the digital space.

The partner develops and shares resources with the Diocesan Communications Team and supports the wider Diocesan strategy; 'Transforming Church; Transforming Lives.'

Relationships:

- Members of the Youth Catalyst team to deliver the strategy and the vision.
- Church House staff especially the Mission Team and Communications team
- Schools – collaborate with the Education Team and the Gathering Team Lead in building effective relationships with our four partner secondary schools.
- Parishes - build effective relationships with local churches to provide high quality social media content that reaches young people in the churches.
- Safeguarding teams in Church House and the partner schools to ensure that content meets best practice.

Responsibilities

- To design, develop and deliver the social media strategy of the Youth Catalyst project that seeks to create discipleship and evangelism pathways for young people.
- To identify and utilise social media channels alongside the diocesan communications team.

- To create impactful, theologically deep, and culturally relevant social media platforms and content that establishes and deepens the faith of young people.
- Create safe and audience-appropriate communications channels that align with the communications strategy of the Diocese.
- To conduct research around youth ministry, discipleship, and evangelism trends
- To train and resource churches, youth leaders and young people in social media content creation, being aware of GDPR, Safeguarding and Consent
- To analyse and report analytics and web metrics to programme managers, highlighting areas of success and potential improvement.
- To support the worship, mission, and discipleship activities of the Gathering and Social Media Team
- To play an active role in Youth Catalyst worship events across the diocese, developing social media content
- To work with the Diocesan Communications team to understand the broader communications strategy and implications on development of content, where its used, when, and how.
- To consult with the Head of Safeguarding to ensure content and processes are safe.
- To be aware of GDPR, Safeguarding and Channel consent requirements and keep up to date on the latest requirements in this area.
- To ensure consistent branding is used, act as a brand champion and advise on best practice for social channels.

General

- Able to attend and contribute to discipleship and evangelism events which will often be in the evenings and at weekends.
- To practice and model being a disciple of Jesus Christ.
- To work with the Diocesan Communications Team providing support for key projects
- Attend weekly line management and fortnightly Team Training / Review Meetings
- To be a proactive member of the youth catalyst team and wider Church House team in Guildford and contribute to the life and work of the diocese.
- To work closely with the strategy leads for Children and Youth, and wider mission team to realise synergies that benefit young people, youth leaders, parishes, and schools across the diocese, particularly in developing CYF communications.
- Any other reasonable duties or projects as requested by the Diocesan Director of Mission and Youth Catalyst Project Lead

This job description is issued as a guideline to assist you in your duties, it is not exclusive or exhaustive. Due to the evolving nature and changing demands of our service to the diocese this job description may be regularly reviewed to ensure it is an accurate representation of your post. You may, on occasions, be required to undertake additional or other duties as may reasonably be expected within the scope and grading of the post and according to the needs of the Organisation.

Person Specification: Social Media Lead

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • A level standard of education as a minimum. • Evidence of ongoing learning and 	<ul style="list-style-type: none"> • Training in youth Ministry • Training in theology

	development, either through formal course participation, or self-directed learning	<ul style="list-style-type: none"> • Graphic / web Design qualifications • Relevant professional qualification (e.g. DipCIPR, NCJT or equivalent)
Experience	<ul style="list-style-type: none"> • Significant professional experience in a communications, PR, journalistic or marketing role. • Experience of managing or contributing to social media channels for a group, organisation, or campaign • Experience of developing Christian social media content 	<ul style="list-style-type: none"> • Experience of Church of England Parish ministry • Experience of working with young people • Experience in missional youth ministry
Skills & Knowledge	<ul style="list-style-type: none"> • Expertise in social media platforms, current social media trends • Good understanding and knowledge of social media from an organisational perspective. • Strong writing, design, and digital skills • Ability to understand, relate and communicate with 11–18-year-olds. • Broad awareness of trends in youth culture • Good understanding of safeguarding practices • A good understanding of Christian discipleship and methods of effective evangelism to young people. • High standards of accuracy and rigorous proof-reading ability • Ability to compose, capture and edit engaging still and video images / stories. • Familiarity with Google analytics; Adobe Photoshop (or equivalent); Adobe InDesign (or equivalent); Social media analytics tools 	<ul style="list-style-type: none"> • Experience of leading / coaching or developing others • Strong speaking and listening skills. • Good understanding of principles and practices of effective youth ministry
Personal	<ul style="list-style-type: none"> • Able to work on own initiative as well as being a team member who is prepared to take well-informed decisions. 	

- A high level of integrity and discretion, ability to handle confidential information with diplomacy and sensitivity.
- A warm and open demeanour.
- Always presents a professional and positive image.
- Able to travel around the diocese from time to time, with a full driving licence.
- Ability to establish credibility and respect and build strong working relationships with young people and a wide range of colleagues.
- Flexible and willing to adapt to changing priorities and working patterns; understand and appreciate different perspective on issues.
- Demonstrates an approach to work that is characterised by commitment and energy.
- Demonstrates servant leadership.
- A personal faith and passion to contribute to and engage in fellowship with others and has healthy spiritual practices of Bible reading and prayer.
- **This role carries an occupational requirement to be a practising Christian in accordance with the Equality Act 2010.**
- Fully supportive of the aims and mission of the Church of England.