

# DIOCESE OF EXETER

**Grow in Prayer | Make New Disciples | Serve the People of Devon with Joy**

## ROLE DESCRIPTION

<b>DETAILS</b>	
<b>Role Title</b>	Communications and Engagement Officer: Digital Content Creator
<b>Department</b>	Communications and Engagement
<b>Reports to</b>	Director of Communications and Engagement
<b>Contract Type</b>	Part time (0.8 FTE)
<b>Hours</b>	29 hours per week
<b>Normal Place of Work</b>	The Old Deanery, The Cloisters, Exeter, EX1 1HS The role will require travel throughout the county of Devon (including Plymouth and Torbay).
<b>Responsible for</b>	N/A
<b>Date of Issue</b>	December 2024
<b>NATURE OF WORK</b>	
<p><b>Role Purpose:</b></p> <p>Your role is to creatively share news about the Church of England in Devon and support its mission and ministry by producing engaging content that reflects the Diocese of Exeter’s vision: To Grow in Prayer, Make New Disciples and Serve the People of Devon with Joy.</p> <ul style="list-style-type: none"> <li>• Work with communications team colleagues to ‘tell the story’ of the Diocese of Exeter, its churches and people, and help deliver its vision in a culturally relevant way, to both internal and external audiences.</li> <li>• Create Engaging Content: Develop and deliver dynamic and thoughtful content across all relevant platforms to bring the Diocesan vision to life.</li> <li>• Support Parishes: Assist parishes in effectively communicating and engaging with their congregations and local communities.</li> <li>• Work with Diocesan Teams: Collaborate with different teams within the Diocese, such as Mission and Ministry, Finance or Education, on marketing campaigns and teaching resources.</li> </ul>	



- Support the Communications Director: Assist the Communications Director in their duties and provide administrative support where needed.
- Help plan, produce and operate the audio visual and online aspects of diocesan events, for example conferences, big services and outreach events.

### Key Aspects of Role:

The Officer role requires expertise in the following areas:

- **Photography and Filming Skills:** Technically skilled at taking photos and filming videos using SLR cameras, video cameras, high-quality mobile phones and other devices.
- **Complex Digital Editing:** Adept at editing using software like Premier Pro/Final Cut Pro, working with multiple audio and video tracks, effects, transitions, graphics, voiceovers and music.
- **Graphic Design:** Competent using digital design tools to create visual branding, publications and promotional materials.
- **Social Media Management:** Capable of leading the way on social media for the diocese, advising on current trends, producing engaging content, developing our social media strategy, analysing analytics and providing social media training.
- **Technical Troubleshooting:** Able to resolve technical issues and assist others with technical problems.
- **Campaign and Film Shoot Production:** Experienced in planning and managing promotional campaigns and film shoots from start to finish.
- **Event production:** Ability to plan, set-up and run AV and/or livestreaming for events.
- **Location Risk Assessments:** Conducting risk assessments for filming and photography locations to ensure safety.
- **Journalism:** Good writing skills and the ability to create press releases, website stories, statements, and social media posts.
- **Media Law Knowledge:** Understanding of media law, including copyright issues related to broadcasting and print media.
- **Interviews:** Conducting video, audio and print interviews effectively and sensitively.
- **Creative Storytelling:** Bringing ideas and stories to life creatively and within budget constraints.
- **Team Collaboration:** Working well with multiple teams and building strong relationships both internally and externally.

The Officer will need to apply for a basic disclosure from the Disclosure and Barring Service for this role.

Some evening and weekend work is a requirement, with time off in lieu available.



### Key Relationships:

The role reports to the Director of Communications and Engagement and will work closely with:

- Parochial clergy and lay officers
- EDBF employees
- Bishops and Archdeacons
- Local and national media
- The general public

Role Area	Main Duties and Responsibilities
<b>Editorial and Production</b>	<ul style="list-style-type: none"> <li>• Help develop and produce media projects, from initial concept to final content.</li> <li>• Follow briefs to plan, film, produce and edit video, audio and written content for the diocese communications channels and the wider media.</li> <li>• Work to deadlines and respond effectively to news events.</li> <li>• Set up and manage livestreaming of events as required.</li> <li>• Set up and manage the AV aspects of events as required.</li> <li>• Use initiative to identify stories and create engaging audiovisual content for both church and external audiences.</li> <li>• Carry out graphic design work as required.</li> <li>• Make interviewees comfortable to elicit their best contributions in video projects.</li> <li>• Adhere to editorial guidelines on filming consent, health and safety and risk assessments, particularly at external events.</li> <li>• Collaborate with the Communications and Engagement team to provide editorial content for diocesan publications, social media and for external organisations.</li> <li>• Use analytics and research to regularly report on reach and engagement.</li> <li>• Tailor creative content to suit the audience and media platform.</li> </ul>
<b>Relationship Building</b>	<ul style="list-style-type: none"> <li>• Network and build strong relationships with colleagues, 'clients', external partners and interviewees across the diocese.</li> <li>• Coordinate with local and national print and broadcast media as directed by the Communications and Engagement Director.</li> <li>• Understand the diverse audiences targeted by the team and adapt storytelling methods to their needs.</li> </ul>
<b>Team Working</b>	<ul style="list-style-type: none"> <li>• Collaborate on multiple projects simultaneously with various teams within the EDBF and across the diocese.</li> </ul>



	<ul style="list-style-type: none"> <li>• Partner with the Mission and Ministry team and others to develop new digital mission initiatives, teaching and discipleship resources and campaigns.</li> <li>• Represent the Communications and Engagement team at meetings and events when required.</li> <li>• Perform additional activities and duties as reasonably required and be a good team player.</li> </ul>
<b>Engagement</b>	<ul style="list-style-type: none"> <li>• Identify and act on communications opportunities arising from Diocesan decisions and initiatives.</li> <li>• Be proactive, suggest ideas and show initiative.</li> <li>• Engage in active and sensitive listening, especially during interviews, to highlight key aspects of stories.</li> <li>• Demonstrate knowledge of, and interest in, the cultural landscape of the Church of England and wider society.</li> </ul>
<b>Training</b>	<ul style="list-style-type: none"> <li>• Provide media training as needed, including developing and delivering tutorials on video creation, effective social media use and new trends for church groups and Mission Communities across the diocese.</li> <li>• Be willing to learn and undertake training to enable role development.</li> </ul>
<b>Policies, processes and procedures.</b>	<ul style="list-style-type: none"> <li>• Apply basic media law knowledge, including copyright.</li> <li>• Ensure compliance with health and safety guidelines for photography and filming.</li> <li>• Conduct written risk assessments prior to photography and filming where necessary.</li> <li>• Adhere to policies and best practices, especially regarding confidentiality, sensitivity and discretion.</li> <li>• Obtain parental consent when required for publishing stories or photos or videos which include children.</li> </ul>
<b>Information Management</b>	<ul style="list-style-type: none"> <li>• Deliver content according to briefs and use initiative to develop and manage content effectively.</li> <li>• Manage website content, including uploading prepared material to the diocesan websites.</li> <li>• Keep accurate records, notes and correspondence and file appropriately.</li> <li>• Ensure efficient use of information management systems and adherence to policies, including Social Media, GDPR and the Data Protection Act 2018.</li> </ul>
<b>Safeguarding</b>	<ul style="list-style-type: none"> <li>• Adhere to all diocesan Safeguarding policies and procedures.</li> <li>• Complete Safeguarding training to Foundation Level C1.</li> <li>• Work with the Safeguarding team to stay updated on safeguarding issues relevant to your role.</li> <li>• Actively promote a healthy safeguarding culture.</li> </ul>



<b>Equality and Diversity</b>	<ul style="list-style-type: none"> <li>• Demonstrate inclusive behaviours in daily work practices.</li> <li>• Ensure diocesan communications content reflects equality and diversity.</li> <li>• Follow diocesan equal opportunity policies.</li> </ul>
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## PERSON SPECIFICATION

The following areas outline what qualifications, training, experience and technical abilities the applicant will need to demonstrate.

	Essential	Desirable
<b>Qualifications and Training</b>	<ul style="list-style-type: none"> <li>• Educated to at least A level, with further qualifications in a relevant field or equivalent experience.</li> <li>• Training in video production, multimedia journalism, or a similar specialism.</li> </ul>	<ul style="list-style-type: none"> <li>• Qualifications in media law.</li> <li>• Training in live events production.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience in video content production and/or journalism.</li> <li>• Experience in devising and implementing media engagement programmes.</li> <li>• Experience in photographic projects.</li> <li>• Experience in planning, producing, filming and editing video projects.</li> <li>• Experience in livestreaming events.</li> <li>• Experience in live events production.</li> <li>• Experience in pitching story ideas.</li> <li>• Experience in producing social media content for an organisation.</li> <li>• Experience in writing for websites and website management.</li> <li>• Proven organisational skills with exceptional attention to detail and accuracy.</li> <li>• Experience working as a key team member with good interpersonal skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in delivering media training.</li> <li>• Experience of working in a church setting in a paid or voluntary role.</li> </ul>
<b>Technical</b>	<ul style="list-style-type: none"> <li>• Advanced filming, video editing and production skills using Adobe Premiere Pro, Final Cut Pro, or similar software.</li> <li>• Advanced photography skills.</li> <li>• Ability to use livestreaming platforms effectively.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to create graphics.</li> <li>• In-depth understanding or first-hand experience of the Church of England,</li> </ul>



	<ul style="list-style-type: none"> <li>• Ability to use analogue and digital AV systems effectively.</li> <li>• Experience with design software for simple graphic design.</li> <li>• Effective interview techniques.</li> <li>• Ability to follow briefs and show initiative.</li> <li>• Capability to identify and communicate key messages to diverse audiences.</li> <li>• Adaptability to new social media trends and a good grasp of analytics.</li> <li>• Excellent written, oral and visual communication skills.</li> <li>• Demonstrable editorial judgement and knowledge of broadcast media law.</li> <li>• Excellent IT skills, including proficiency in Microsoft Office.</li> </ul>	its beliefs and its structure.
<b>General Requirements</b>	<ul style="list-style-type: none"> <li>• Welcome visitors and handle incoming enquiries and telephone calls promptly and courteously.</li> <li>• Ensure adherence to health and safety instructions for self and colleagues, reporting concerns immediately.</li> <li>• Sensitive to the diverse cultures, traditions and activities within the Church.</li> <li>• Commitment to anti-discriminatory practices within the Church of England's legal context.</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness of how the belief systems shaping the Church may affect safeguarding work in the Church of England.</li> </ul>
<b>Personal Requirements</b>	<ul style="list-style-type: none"> <li>• Committed to and confident in the aims and ethos of the Diocese of Exeter and the mission and ministry of the Church of England.</li> <li>• Full driving licence.</li> <li>• Ability to provide own transport for work purposes across the Diocese.</li> </ul>	<ul style="list-style-type: none"> <li>• A living Christian faith.</li> <li>• Practising communicant member of the Church of England or a church affiliated with Churches Together in Britain and Ireland or Churches Together in England.</li> </ul>



## ROLE COMPETENCIES

The following impact areas outline the typical strengths, abilities and behaviours expected to fulfil the role.

<b>Setting Direction</b>	<b>Seeing the Big Picture:</b>	<ul style="list-style-type: none"> <li>• Understand how your work supports the Communications and Engagement team, the EDBF and the wider diocese.</li> <li>• Know the roles and responsibilities of team members, key EDBF personnel and external contacts.</li> <li>• Stay informed about issues affecting your work area.</li> <li>• Demonstrate professional curiosity and a desire to expand your knowledge in related areas.</li> </ul>
	<b>Changing and Improving:</b>	<ul style="list-style-type: none"> <li>• Respond positively to new ideas and implement change as directed.</li> <li>• Give and receive feedback to enhance your contributions to the Communications and Engagement team.</li> <li>• Propose new ideas to improve and develop Communications and Engagement functions within the EDBF and diocese.</li> <li>• Adapt your working methods to improve cooperation with the team and across the EDBF.</li> </ul>
	<b>Making Effective Decisions:</b>	<ul style="list-style-type: none"> <li>• Gather all relevant information to understand situations accurately.</li> <li>• Clarify your understanding and the needs of your team before making decisions.</li> <li>• Seek advice from managers when decisions involve risk.</li> <li>• Explain decisions clearly and concisely.</li> <li>• Identify and address issues as they arise.</li> <li>• Recognise the limits of your authority.</li> </ul>
<b>Engaging People</b>	<b>Leadership:</b>	<ul style="list-style-type: none"> <li>• Show enthusiasm for your work and take responsibility for achieving your goals.</li> <li>• Anticipate the needs of the Director of Communications and Engagement and other key personnel.</li> <li>• Take the lead in group settings when needed.</li> <li>• Be prepared to deputise for the Director as required.</li> <li>• Seek managerial support for challenging situations.</li> </ul>



<b>Delivering Results</b>		<ul style="list-style-type: none"> <li>• Act in line with the organisation's values, promoting an inclusive workplace.</li> <li>• Report any concerns or inappropriate behaviour to the Director.</li> </ul>
	<b>Communicating and Influencing:</b>	<ul style="list-style-type: none"> <li>• Choose the appropriate communication method for each individual, considering their needs and circumstances.</li> <li>• Communicate clearly, honestly and positively to build trust.</li> <li>• Engage with colleagues and actively participate in team meetings.</li> <li>• Listen to and value diverse ideas and perspectives.</li> <li>• Respond constructively to feedback and take action to improve where necessary.</li> <li>• Provide constructive feedback to others.</li> </ul>
	<b>Working Together:</b>	<ul style="list-style-type: none"> <li>• Build effective relationships with your team and EDBF employees.</li> <li>• Take responsibility for your work and be aware of its impact on the EDBF and wider diocese.</li> <li>• Share knowledge and learning with the Communications and Engagement team and EDBF.</li> <li>• Remain approachable, collaborative and show interest in others.</li> <li>• Exhibit diplomacy, patience, flexibility and a sense of humour.</li> <li>• Take responsibility for your health and wellbeing and support colleagues in need.</li> </ul>
	<b>Developing Self and Others:</b>	<ul style="list-style-type: none"> <li>• Identify gaps in your skills and seek training and support.</li> <li>• Pursue learning and training opportunities and develop a personal development plan.</li> <li>• Recognise signs of stress in yourself and others and seek managerial support.</li> </ul>
	<b>Managing a Quality Service:</b>	<ul style="list-style-type: none"> <li>• Maintain a positive, organised approach to your work, being reliable and conscientious.</li> <li>• Understand the needs of the Communications and Engagement team and parishioners to provide appropriate support.</li> <li>• Follow policies, procedures and legislation to complete your tasks.</li> <li>• Maintain a consistent approach to administrative support for clergy and non-clergy.</li> </ul>



	<b>Delivering at Pace</b>	<ul style="list-style-type: none"> <li>• Use your expertise to organise work and focus on quality and delivery.</li> <li>• Manage your time effectively and set priorities with your manager to ensure timely support.</li> <li>• Remain calm under pressure to meet deadlines.</li> <li>• Keep the Communications and Engagement team and key EDBF personnel updated on your progress.</li> </ul>
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