**DIOCESAN BOARD OF FINANCE**

Job Description and Person Specification

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| **JOB TITLE** | Digital Engagement Assistant (Comms & Fundraising) |
| **LINE MANAGER** | Deputy Director of External Relations  Digital Engagement Manager (Supervisor) |
| **SALARY** | £24,576 per annum |
| **HOURS** | 35 hours |
| **DURATION** | This is a permanent contract for a fulltime role |
| **LOCATION** | Diocesan Office, Hillside House, 1500 Parkway North, Stoke Gifford, Bristol, BS34 8YU |

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| **JOB SUMMARY** |
| This role supports the Digital Engagement Manager - and wider External Relations Team - to accomplish comms, fundraising and marketing activities that reflect our ‘[Transforming Church. Together’ strategic goals](https://www.bristol.anglican.org/visionandpriorities/transforming-church/).    The role provides a fantastic opportunity for someone starting their third sector career to explore different forms of marketing, comms, and digital fundraising by supporting the day-to-day function of the External Relations team, developing digital content, shooting and editing photography and video, writing copy, managing social media content, as well as being the first line of support when parishes call or email the External Relations team**.** |

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| **KEY RELATIONSHIPS** |
| * Colleagues within the External Relations Team * The Transformation (TCT) Team * Colleagues across the Diocese |

**SAFEGUARDING**

The Diocese of Bristol is committed to safeguarding, safer recruiting practice and promoting the welfare of children, young people and vulnerable adults and expect all staff and volunteers to share this commitment.

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| **MAIN RESPONSIBILITIES** |
| * Monitor marketing campaigns’ progress and results to gather data to help improve performance. * Deliver graphic, written, or verbal presentations and reports of findings, statistics, and insights. * Support the Digital Engagement Manager in designing and delivering the social media schedule, writing posts and designing content to deliver via Hootsuite. * Support the Individual Giving and Supporter Care Officer to deliver digital fundraising campaigns and develop digital fundraising mechanisms to support the organisations’ wider fundraising objectives. * Supporting the Digital Engagement Manager in the creation and analysing of Looker Studio reports for monitoring and improving on web content results, including accessibility and usability. * Assist in creating and updating content and assets across multiple platforms, including website, social media, blogs, emails, and other channels, as well as support templates and training documents for parishes. * Support with market research to identify audience needs, competition, and trends to help in creating marketing strategies and plans. * Help with the organisation and coordination of marketing and promotional events, such as conferences, exhibitions, and trade shows, including supporting on fundraising events, as and when required. * Manage the comms inbox and flag emails to relevant team members. * Field phone calls from parishes to the wider External Relations team. * Manage audiences in Donorfy, our CRM (Customer Relationship Management) system, and DotDigital, and ensure GDPR compliance in mailing lists. * Manage support tickets for digital tools, submitted via the dedicated Trello board. * Support the Digital Engagement Manager, and Public Affairs Manager to deliver strategic communications across channels. * Grow and maintain our established TikTok account, planning and developing content creation and delivery. |
| **GENERAL TEAM DUTIES**   * Support the team by working collaboratively to reach goals, including covering for absence of team members to ensure services can continue to run smoothly. * Participate in relevant project groups. |

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| **DIGITAL ENGAGEMENT ASSISTANT PERSON SPECIFICATION**  To enable us to shortlist in a fair and unbiased way it is helpful if you provide us with sufficient information to demonstrate how your skills and experiences meet or exceed the criteria outlined in the vacancy description. | | |
| Attributes | Essential | Desirable |
| Experience | * Supporting a comms and/or marketing team to deliver on their strategic goals (or educational equivalent) * Developing written or creative content for campaigns or community initiatives. | * Working within a not-for-profit organisation * Experience of digital fundraising (or another form of fundraising and/or community engagement) * Experience of implementing GDPR and data handling regulations |
| Education/ Qualifications | * Demonstrate education or workplace experience within a relevant Comms, Digital, or related subject area. | * Commitment to life-long learning and development of skills to maintain knowledge of industry best practices. |
| Skills/ Ability | * Excellent oral and written communication skills * Good organisational, time management, and project management skills * Meticulous attention to detail and the ability to work under pressure. * Strong technical skill, especially in Microsoft Office applications, digital marketing software design software (such as Canva), and social media platforms – especially TikTok * Creativity | * Knowledgeable in Adobe software (Creative Cloud software such as Premier; InDesign; Photoshop; After effects, Audition etc.) * Photography / videography experience * Use of Customer Relationship Management (CRM) system or similar tools. |
| Personal | * Passion for comms and marketing (or fundraising) * The ability to work collaboratively as part of a team sharing learning and ideas. * Strong proactivity with the ability to manage multiple projects simultaneously and work autonomously to prioritise and meet deadlines * Professional manner and positive attitude * Respectful and comfortable with the Christian ethos and objectives that underpin our work. * A passion for learning and development | * Willingness to travel to meetings and appointments with prospective and existing partners and parishes. |

**Date:** February 2025