



Social Media and Content Producer

Salary:	£20,500 (0.6fte, £34,167 fulltime equivalent)
Duration:	Permanent
Hours of Work:	Part time (21 hours per week split over three days, ideally working Tuesday, Wednesday and Friday)
Terms & Conditions:	6 months probationary period 15 days paid holiday per year (25 for fulltime equivalent) Pension in line with auto enrolment.
Location:	Westminster, London (hybrid working policy in place). At least one day a week in the office, plus an additional day one week a month to join our team meetings.
Reports to:	Head of Communications

Introduction to the National Churches Trust

We want to keep the UK's wonderful collection of church buildings well maintained, valued and in use. Working on the ground in all four nations, we support churches of all denominations. Our vision is to see open churches thriving at the heart of their communities.

Our mission:

We Speak Up: churches are valued and supported

We Build Up: churches are well maintained, adaptable and in good repair

We Open Up: churches are sustainable, open and welcoming support

Our values:

Being straightforward in responding to others' needs

Providing support that makes a difference

Joining forces to achieve greater impact

Driving change that brings our vision closer

Purpose of the role

We are seeking a confident communicator that can help us to tell our story and our impact better, so that historic churches across the UK can stay open and in use.

Reporting to the Head of Communications, you will manage our social media accounts and their content, as well as support the charity's newsletters and press activity. This is a multidisciplinary role; we're looking for someone that has graphic design knowledge as well as copywriting experience.

The future of churches is our biggest heritage challenge; this is an exciting opportunity to help us draw attention to the crisis, support churches in need, and to encourage action.

Key tasks

Main duties & responsibilities

Social Media (60%)

- Deliver outstanding and innovative communications for different audiences and across multiple channels that align with our strategy and upholds our brand and tone of voice
- Source, generate, build, edit, schedule and post written, audio and visual content on social media that drives brand awareness and encourages action
- Manage the planning and preparation of organic social media content, making sure there is a calendar of regular and consistent activity
- Monitor and engage with online conversations, comments and messages promptly and professionally
- Be the point of contact for all social media interaction – organic and paid – and provide training and support to other colleagues as required
- Improve supporter retention and acquisition through social media, building engagement and loyalty
- Support the Communications Team with benchmarking, analytics and reporting
- Create, manage and optimise any paid digital marketing activity for the charity, ensuring it is on budget and achieves its objectives. This includes working with freelancers and agencies to deliver paid campaigns
- Keep abreast of new developments, trends and technologies across social media and marketing

Newsletter (30%)

- Work with different teams to plan, source, write and build content for the website, newsletters and bespoke emails
- Work with the Communications Team to create content for our three newsletters that build trust and loyalty, encourage donations and memberships, show the charity's impact and meets our strategy and objectives
- Ensure our newsletters go out on time and on brand

- Work with the Communications Team to ensure the charity's newsletters hit their targets for growth
- Work with the Communications Team to ensure the MailChimp lists are clean and updated

Communications Support: press, graphic design, branding and photography (10%)

- Support the Head of Communications in press activity for the charity
- Use our brand guidelines to create and update collateral for the charity including adverts, event programmes and email banners
- Support the Head of Communications by upholding our brand guidelines and tone of voice across the charity and its output
- Work with the Communications Team to make sure the image library is accurate, up-to-date and easy to navigate
- Brief external agencies, designers and freelancers when needed
- Work with the Head of Communications to commission or take photos that will help the charity to tell its story across fundraising appeals and campaigns

Person Specification: skills, experience and behaviour

- At least two years' experience of copywriting
- Proven experience in managing social media accounts
- Strong understanding of social media platforms – Facebook, X (Twitter), LinkedIn, Instagram and YouTube – including their algorithms, best practice and how to optimise organic and paid content for each platform
- Demonstratable graphic design experience and ability to work to brand guidelines

Essential criteria

- Creative thinking and the ability to spot an opportunity
- Strong content and copywriting skills; ability to write and tell engaging stories for impact using accessible language for a range of audiences
- A keen eye for detail and strong proofreading skills
- Graphic design experience; ability to create collateral that is on brand and meets accessibility requirements
- Strong prioritisation skills and a flexible approach to respond to changing priorities and needs and ability to manage reactive queries
- Confident in working independently and as part of a team
- IT literate, with knowledge of MS Teams, Word, Excel, PowerPoint, Outlook and InDesign
- Experience of building and sending emails on MailChimp or a similar platform
- Can take impactful photographs of buildings and people

Desirable criteria

- Experience of working in a press office

- Experience drafting high-quality press releases, articles, and statements to drive media attention and showcase the organisation's impact
- Understanding of what journalists are looking for
- Experience of managing stakeholders and sign off processes
- Experience of working for a small charity or non-profit or in the heritage sector
- Enthusiasm for church buildings
- Experience of briefing and working with agencies and freelancers
- Willingness to travel across the UK for events, conferences and content gathering opportunities
- An understanding of the opportunities and challenges of working for a small charity

Key internal relationships:

Head of Communications, Communications and Public Affairs Officer, Fundraising Team, Deputy CEO, Head of Stakeholder Engagement, Church Engagement Team

Key external relationships:

Freelancers and creative agencies, journalists, Friends and donors

Further information

This is a part time post, and the basic hours are 21 per week. We envisage this being worked over three days, on Tuesday, Wednesday and Friday. The role is based at the National Churches Trust's office in Westminster, London, where there is a hybrid working policy in place. You will be required to work from our London offices at least once a week, with an additional day a week a month for team meetings, which are typically held on a Wednesday.

There will be occasional travel elsewhere in the UK to attend conferences and events and to gather content. Due to the nature of the role, occasional out-of-hours work may be needed.

The National Churches Trust comprises of a small staff, and you should be prepared to work as part of the team to ensure the delivery of the organisation's operations of objectives.

As a member of staff, you will have access to our employee benefits programme, managed by HSF, which offers a health plan, access to counselling and legal support, and a discount programme for benefits such as gym membership and personal accident cover. You will also have access to free communications events, resources and mentors through our Charity Comms membership.

The National Churches Trust operates a personal pension scheme and pays 10% employer's contribution for all eligible employees.

Other general terms and conditions are set out in the staff handbook, which is issued to all employees on appointment.

How to apply for the role

To apply, please send a covering letter (max 2 sides) detailing your interest in the role and how you meet the requirements, together with a copy of your CV to Rosalinde.debest@nationalchurchestrust.org.

You are welcome to attach a portfolio of your design work too.

For an informal conversation about the role please contact Rachael Adams at Rachael.Adams@nationalchurchestrust.org

Closing date: 23:59 Sunday 29 June 2025

Interviews: either Wednesday 9 or Friday 11 of July in Westminster, London

Thank you for your interest in the National Churches Trust and our mission to help churches stay open and in use. We look forward to hearing from you.