



Digital Engagement Officer

Salary:	£24,000 –£28,000 per annum
Duration:	Permanent
Hours of Work:	full time (35-hour week)
Terms and Conditions:	6 months probationary period 25 days paid holiday per year Pension in line with auto enrolment
Location:	Westminster (trial hybrid working policy in place) Min. 2 days pw
Reports to:	Head of Communications and Public Affairs

Introduction

The National Churches Trust supports and promotes church buildings of historic, architectural and community value. We are the only independent, UK-wide charity supporting churches, chapels and meeting houses of all Christian denominations.

Places of worship are an integral part of our nation's architectural heritage and play a vital part in building and sustaining local communities. Church buildings are valued for many reasons. Where one finds solace, another finds inspirational architecture. Some churches provide poignant family memories, while others are commended for their presence in the community and the work they do in bringing local people together.

Incredible work is done by volunteers up and down the country to preserve these buildings for future generations and ensure that they remain at the heart of their local community. The National Churches Trust is here to help them address the challenges and opportunities they face. The Trust, founded in 2007, is the successor to the Historic Churches Preservation Trust (HCPT), created in 1953.

The aims of the National Churches Trust are:

- to help **maintain** the UK's heritage of church buildings and to **enhance** their ability to serve local communities
- to **promote** the benefit to communities of church buildings and to **inspire** everyone to value and enjoy them.

The Trust's strategy for 2019 – 2023, Building Resilience, has two main goals: Sustaining church buildings and Inspiring Support for church buildings. Our whole organisation is focussed on these strategic goals.

We currently have three websites that cover our work, but all are in the process of being joined together under www.nationalchurchestrust.org from 1 November 2021, which provides more information about the organisation and its work.

Job description

The work of the Trust is focused on two main areas: Church & Community Support and Engagement. The Digital Engagement Officer will support the delivery of our corporate strategy and on increasing digital engagement across the organisation.

The National Churches Trust engages with a broad spectrum of stakeholders, including churches and their congregations, grantees, funders, Friends and donors, other heritage and tourism organisations, policy makers, Government ministers, visitors and tourists.

Reporting to the Head of Communications & Public Affairs, the Digital Engagement Officer will bring together all digital channels to improve and develop engagement with all stakeholders and audiences with a passion for churches and heritage, to build reputation and trust in the organisation, and increase donations and support.

Providing specialist digital knowledge to the work of the Trust, the postholder will help deliver engagement plans – with special emphasis on our social media and website, identify new opportunities for digital development and engagement

Key tasks

Main duties & responsibilities

Strategy

- Contribute to the Trust's overall Engagement strategy as a member of the Engagement Team.
- Improve supporter acquisition and retention through digital channels, building engagement and loyalty.
- With other members of the Engagement team, create, monitor and develop a new digital marketing plan to support the organisational strategies.
- Provide digital expertise to the Trust in support of strategy and annual planning development.
- Be a key member of the digital transformation team and contribute to its success.

Content development

- Produce written, visual, audio and video content that drives brand awareness.
- Deliver outstanding and innovative communications for different audiences and across multiple channels which align with the organisational strategy, engagement strategy and the digital marketing strategy.
- Inspire, inform and motivate supporters to donate and support as well as demonstrating the impact of their donations on our work.
- Manage a calendar of social media and website activity.
- Create digital materials to support the Fundraising team across all income generation streams with their activities and campaigns throughout the year.
- Ensure the despatch of the Trust e-newsletters, taking an active role in their production.
- Manage our online assets and media, including photos, videos, audio clips, podcasts.

Website

- Act as the first point of contact for our website, providing advice to users and content providers, and, working with the Head of Communications and Public Affairs, managing corporate content.
- Grow use of our website, including ensuring SEO optimisation.
- Work with our website development company to maximise our online investment.
- Contribute ideas, materials and copy to paid FB and Google ad campaigns to maximise their effectiveness.

Social media

- Develop a strategy for our social media channels that maximises reach to new audiences whilst serving our existing supporter base.
- Be the point of contact for all social media interaction, providing support and training to other Trust users as required.
- Improve engagement with our followers, and those we are following.
- Act as a brand champion within the Trust, promoting the use of social media.

Knowledge

- Keep abreast of new developments, trends and technologies, identifying and proposing new digital opportunities.
- Understand, evaluate and circulate social media and website analytics.
- Test and learn from new methods for digital donor recruitment and increasing donations.

Overall

- Contribute to the achievement of the Engagement team targets.
- Build strong and lasting relationships with a wide range of internal and external stakeholders.
- Increase awareness of the Trust and encourage a wide and diverse audience of people to support our cause.
- Confidently and accurately present our key messages to digital audiences in line with our offline messaging and publications.
- Train, develop and assist Trust volunteers to support activities when required.
- Identify strong donor prospects that can be passed to the Relationship Marketing Manager.
- Use digital and relationship management experience to manage the Trust's key platform relationships.
- Undertake such other duties as reasonably requested by the Chief Executive.

Person Specification/Experience

- Formal education in Marketing, Communications, PR or Digital
- Demonstrable experience of successfully working within a digital communications environment
- Excellent writing skills for websites, social media and e-newsletters
- Experience and understanding of digital marketing and a proven ability to increase reach and awareness
- Experience of building collaborative relationships within social media channels
- An excellent understanding of online giving and digital channels
- A commitment to undertake training where required and an enthusiasm for new challenges and experiences
- Experience of video and audio production for web and social media or willingness to acquire such skills
- Experience of the charity sector (Desirable)
- Knowledge of SEO and Google Analytics (Desirable)
- Practical experience of using a CRM database to support relationship management (Desirable)
- Experience of working with the media and/or influencers (Desirable)
- Understanding of database query, and reporting (Desirable)
- Knowledge of Mailchimp, Drupal and Adobe Creative Suite & DAM systems (Desirable)
- Understanding and empathy of the importance of heritage and church buildings (Desirable)
- Excellent interpersonal skills with the ability to build rapport and communicate sensitively
- Approachable, creative, 'can-do', flexible attitude
- Excellent relationship management skills, with ability to motivate and inspire others
- Creative thinking, innovative imaginative and entrepreneurial attitude towards fundraising
- Ability to motivate others and work as part of a team
- IT literate with experience of CRM, MS Teams, Word, Excel, PowerPoint, Outlook
- An understanding of the challenges and opportunities of working within a small organisation
- Willingness to work flexibly where required

Key Internal relationships:

Director of Engagement, Head of Communications & Public Affairs, Fundraising Manager, Relationship Marketing Manager, Engagement Manager

Key External relationships:

Digital solution providers, web hosts

Further information

This is a full-time post and the basic hours are 35 per week. It is based at the National Churches Trust's offices in Westminster but may occasionally require travel elsewhere in the UK.

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

The basic salary is negotiable, depending on experience. The Trust operates a group personal pension scheme and pays 10% employer's contribution for all eligible employees.

The annual leave entitlement is 25 days, in addition to relevant national public holidays. Other general terms and conditions are set out in the staff handbook which is issued to all employees on appointment.

For people who love church buildings