

JOB DESCRIPTION

POST TITLE	Communications and Social Media Assistant
DEPARTMENT	Connect, Media and Communications
TEAM	Communications
RESPONSIBLE TO	Head of Communications and Sunday Services
RESPONSIBLE FOR	No supervisory responsibility
WORKING HOURS	35 hours per week Monday – Friday, 9am – 5pm (with a one-hour unpaid lunch break)
SALARY	£22,846 - £24,269 for 35 hours per week (dependant on experience) £26,110 - £27,736 Full time equivalent salary (based on 40 hours a week)

JOB PURPOSE

Support the implementation of communications strategies, create and publish content that reaches and engages people, from seekers to mature believers, and communicates the vision and values of KingsGate in line with our content strategy.

KEY ACTIVITIES

COMMUNICATIONS

1. Support the Head of Communications and Sunday Services to implement KingsGate's communications and end-to-end marketing strategies, including for KingsGate Online, to widen KingsGate's digital reach and engagement.
2. Support strategies to increase and maximise engagement across digital platforms, including but not limited to the KingsGate website, Church Online, KingsGate's YouTube channel, and email.
3. Manage KingsGate's presence on YouTube, including weekly content curation.
4. Report on digital reach and engagement analytics as pertains to KPIs for communications and KingsGate Online.
5. Support the delivery of an excellent end-to-end user experience across multiple KingsGate communication channels, online and offline.
6. Support the development of, and implement, communications plans to support KingsGate's annual calendar and campaigns, including liaising with external agencies for out-of-home advertising opportunities.
7. Write publish-ready copy to brief for key communications for internal and external audiences across a variety of channels, including web, social media, print and email.

8. Uphold the editorial voice and tone of KingsGate Community Church across all communications, complying with KingsGate's Communications Policy and adapting appropriately for different platforms.
9. Promote excellence across all KingsGate written communications by providing copyediting support as required.

SOCIAL MEDIA

10. Working with the Head of Communications and Sunday Services, develop and manage a social media editorial calendar that reflects KingsGate's communications and social media content strategies.
11. Maintain a social media marketing calendar that plans and schedules all aspects of the creation and delivery of content, including running organic and paid-for campaigns, and reporting on campaign outcomes.
12. Manage the day-to-day operations of KingsGate's central and related social media accounts, including ensuring all branding is up-to-date, posting content, responding to messages, engaging with comments / mentions, sharing and re-posting, and creating new accounts as required, in compliance with KingsGate's Social Media Policy.
13. Liaise with Media Team for production of social media assets including graphic design, video, and photography.
14. Manage departmental social media content requests.
15. Provide support, as required, for staff and volunteer social media account managers.
16. In liaison with the Head of Communications and Sunday Services, support the social media presence of the Senior Pastor in relation to KingsGate social media strategy, developing a content strategy and plan for the Senior Pastor's accounts, requesting assets, and preparing posts as required.
17. Ensure compliance with law (e.g., intellectual property / copyright, data protection, etc.) and safeguarding best practice across KingsGate's social media.
18. Keep up-to-date with social media trends and activity of other churches, providing insights and recommendations to the Head of Communications and Sunday Services.

MISCELLANEOUS

19. Provide administrative support to the Head of Connect and Media, and to the Head of Communications and Sunday Services as required, including but not limited to providing meeting support, typing up meeting notes, drafting scripts and other communications.
20. **Be an effective internal and external ambassador for KingsGate, promoting the organisation's vision and values, positive corporate reputation through active partnership with other relevant stakeholders.**
21. **Positively manage your own personal development to make sure you maintain the technical and professional competence required to effectively perform your role and meet the standards of the organisation.**

- 22. Contribute to and help promote positive communication across the organisation, constructive relationships, and effective staff feedback methods.**
- 23. Demonstrate a commitment to Safeguarding by reading, understanding, and personally applying the safeguarding policy and procedures, undertaking basic safeguarding training, and ensuring any incident is reported immediately.**
- 24. Support your manager in identifying, assessing, and managing potential risks involved in work activities and processes.**
- 25. Keep confidential, and do not share inappropriately with colleagues or third parties any information on matters and circumstances which are sensitive and could be damaging to the organisation's reputation or business.**
- 26. Record and use information in accordance with KingsGate's procedures and legal requirements i.e., Data Protection.**
- 27. Comply with health and safety requirements.**
- 28. Adhere to the vision and values of KingsGate.**
- 29. Perform any other tasks that may arise from time to time which are appropriate to this level of post.**

All staff members at KingsGate have the activities shown in bold included within their job description.

This job description was reviewed by the Head of Communications and Sunday Services in September 2024.