

JOB DESCRIPTION

POST TITLE	Communications and Social Media Assistant
DEPARTMENT	Connect, Media and Communications
TEAM	Communications
RESPONSIBLE TO	Assistant Head of Communications and Weekend Services
RESPONSIBLE FOR	No supervisory responsibility
WORKING HOURS	21 hours per week (Working arrangement to be agreed)
SALARY	£12,014 - £13,814 for 21 hours per week (dependant on experience) £22,884 - £25,742 Full time equivalent salary (based on 40 hours a week)

JOB PURPOSE

Creating and publishing content that reaches and engages people, from seekers to mature believers, and communicates the vision and values of KingsGate in line with our social media content strategy.

KEY ACTIVITIES

COMMUNICATIONS

1. Support the Assistant Head of Communications and Weekend Services to develop and implement a digital communications and end-to-end marketing strategy for KingsGate, including for KingsGate Online, to widen KingsGate's digital reach and engagement with key digital mission and discipleship opportunities.
2. Explore and implement opportunities to increase and maximise engagement across digital channels, including but not limited to the Kingsgate website, Church Online, KingsGate's YouTube channel, KingsGate's e-learning platform, and email.
3. Provide regular reporting on digital reach and engagement as it pertains to KPIs for communications and KingsGate Online.
4. Write copy for key communications for both internal and external audiences across a variety of channels, including web, social media, print and email.

5. Uphold the editorial voice and tone of KingsGate Community Church across all communications, adapting appropriately for different platforms and as style changes over time.
6. Promote excellence across all KingsGate's written communications by providing copyediting support as required.

SOCIAL MEDIA

7. Working with the Assistant Head of Communications and Weekend Services to develop and manage a social media editorial calendar that reflects KingsGate's short-term and long-term communication goals and social media content strategy.
 8. Maintain a social media marketing calendar that plans and schedules all aspects of the creation and delivery of content throughout the year, including running organic and paid-for campaigns, and reporting on campaign outcomes.
 9. Develop an internal system to efficiently manage departmental social media content requests.
 10. Liaise with Media Team for production of social media assets including graphic design, video, and photography.
 11. Manage the day-to-day operations of KingsGate's central and related social media accounts (inc. KingsGate Online), including ensuring all branding is up-to-date, scheduling posts, responding to messages, engaging with comments, interacting with mentions, sharing and re-posting.
 12. Provide day-to-day support, as required, for staff and volunteer social media account managers.
 13. Ensure compliance with law (e.g., intellectual property / copyright, GDPR, etc.) and safeguarding best practice across KingsGate's social media.
 14. Keep up-to-date with social media trends and activity of other churches, providing insights and recommendations to the Assistant Head of Communications and Weekend Services.
 15. Ensure that KingsGate website content is up-to-date, accurate, and supports calls to action shared on KingsGate social media channels
- 10 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.**
- 11 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.**

- 12 Contribute to and help promote positive communication across the organisation, constructive relationships, and effective staff feedback methods.**
- 13 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.**
- 14 Support your manager in identifying, assessing, and managing potential risks involved in work activities and processes.**
- 15 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.**
- 16 Record and use information in accordance with KingsGate's procedures and legal requirements i.e., Data Protection.**
- 17 Comply with health and safety requirements.**
- 18 Adhere to the vision and values of KingsGate.**
- 19 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 Assistant Head of Communications and Weekend Services in November 2021