

DIGITAL MEDIA ADVISER JOB DESCRIPTION

Main Purpose of the Job

Working alongside the Diocesan Director of Communications, the Digital Media Adviser will support the mission of churches in the Diocese of Worcester by creating, managing, and promoting digital content across multiple platforms. You will advise parishes, share stories of faith in creative ways and lead on strategy and policy for the diocesan website and social media channels.

Reports to:

Diocesan Director of Communications

Principal Tasks:

- Lead on social media policy and monitoring for the diocesan communications team and be able to advise diocesan staff, clergy and volunteers on digital best practice as appropriate.
- Develop engaging multimedia content (in particular using video and graphics) for websites, social media, and newsletters.
- Maintain and update the diocesan website including leading on the move to a new provider during 2026, ensuring accessibility, accuracy, and alignment with our diocesan branding. Train and advise other team members on updating the website.
- Monitor performance metrics, prepare reports, and recommend improvements to digital strategy, critically evaluating different channels and their effectiveness in reaching key audiences.
- Contribute to the design, production and implementation of communication and engagement plans.
- Work alongside other colleagues to source, tell, share and amplify good news and key milestones on our diocesan transformation journey.
- Work with the wider communications team to support parishes in telling their own stories and reaching out to new audiences in their local communities.
- Liaise as appropriate with the safeguarding and other diocesan teams to ensure messaging is sensitive and effective.
- Attend and contribute to communications team meetings as well as regional and national communications meetings as appropriate.

PERSON SPECIFICATION

Essential skills:

The Digital Media Adviser should have:

- Experience of creating and editing audio and video content for a range of audiences.
- A proven track record in delivering quality work in a fast-paced environment and with a diverse stakeholder group.
- Experience of working independently and flexibly with completing priorities to deliver outcomes.
- Experience of using digital media to tell compelling stories.
- Experience of developing & managing websites. Knowledge of coding would be an advantage.

Knowledge, skills and abilities:

- Excellent written communication skills, with the ability to write clearly and in keeping with 'house' styles.
- Ability to design and implement creative and innovative solutions to engage a range of audiences.
- Ability to monitor, analyse and interpret complex information and communicate it in a clear, accessible way.
- Excellent IT skills, with working knowledge of Microsoft Office software and other communication/stakeholder/marketing platforms and other emerging technologies.

Personal Qualities:

- Creativity, collaboration and innovation are essential to the job and need to be regularly exercised.
- Optimistic and driven to success.
- Flexible and open to alternative approaches to problem solving. Makes suggestions for change and puts ideas forward for improvement.
- Remain calm under pressure.
- Professional and respectful to others.
- Strong team player with the ability to build collaborative relationships across all stakeholder groups.

Other:

- An understanding of the importance of safeguarding children and vulnerable adults
- Be willing to work outside normal office hours, as some work in the evenings and at weekends will be core to the effectiveness of the role.
- Be able to travel widely and flexibly in both the rural and the urban parts of the Diocese. A current driving licence is essential unless suitable alternative arrangements can be made.
- Have a satisfactory outcome of an Enhanced plus Barred List Disclosure & Barring Service check.

Desirable skills:

- Understanding of the Church of England, its structures and have evidential respect and regard for its mission, values, ethos and traditions.

Safeguarding training level: basic