



Job Description/Role Profile: Digital & Social Media Co-ordinator

1 FTE (35 hours)
Salary: £26,000 per annum

Ripon Cathedral has a history stretching back almost fourteen centuries. Throughout this time it has offered an unbroken tradition of witness to the Christian faith, both in the city of Ripon and across the region. Our aim is to inspire visitors as worshippers, pilgrims, heritage enthusiasts and tourists, to continue to grow the cathedral community and congregation and to serve those of all faiths and none. First and foremost, Ripon Cathedral is a busy place of mission and worship, but it also welcomes over 100,000 visitors each year, supports an excellent choir, provides a range of educational programmes and opportunities, works in partnership with local charities and partners to support the relief of need, social care and justice, and plays a key role as a major events venue and tourist attraction in the city.

This new role of Digital & Social Media Co-ordinator is being established as part of the cathedral's ongoing work to implement its strategic plan, secure its financial future, and support growth. It will lead on the cathedral's digital and social media presence, developing engaging social media content and maintaining and growing the website.

What you will deliver:

A distinctive and engaging voice for Ripon Cathedral: Working with the Communications Officer you will develop a distinctive and engaging voice for Ripon Cathedral and roll this out across our digital channels, ensuring that all areas of the Cathedral's mission and work are represented.

An imaginative social media plan: Working with the Communications Officer you will create and implement a new social media plan, and grow the reach and impact of our social media, including developing interaction with followers, and supporting marketing initiatives with organic and paid social media.

A website which is up-to-date, relevant and engaging: You will lead on creating content for the website, growing audiences and increasing website dwell-time, and ensuring it remains up-to-date and informative.

Regular e-newsletters: Sourcing stories from the wider team you will create regular e-newsletters, growing the number of people who subscribe.

Monitoring, compliance and evaluation of digital activity: You will develop and maintain monitoring systems against agreed KPIs to track and evaluate digital activity and impact. You will also ensure all activity is conducted in line with GDPR and other relevant legislation and best practice.

Our values and behaviours

We support and share the Diocese of Leeds values of Loving, Living and Learning. We aim to:

- Love God, the world and one another.
- Live in the world as it is, but drawn by a vision of something better, we want to help individuals and communities flourish.
- Learn when we get things wrong, by listening and growing together.

Scale and scope of the role

Reports to: Communications Officer

Financial responsibility: You will be responsible for operating financial systems and processes accurately and may manage small delegated budgets

Line management: No direct reports. This role may recruit and manage volunteers and contractors working on behalf of Ripon Cathedral.

Scope: Your work will support the Communications Officer in achieving high standards of public engagement and advocacy for the mission and work of the Cathedral. It will involve working across multiple staff and volunteer teams. The post will require flexible working and will involve some evening and weekend work.

Partners: You will work closely with contractors and suppliers.

Knowledge, skills and experience needed

Relevant qualification or equivalent experience in digital communications and marketing (E)

A successful track record in creating and delivering social media and content that can create change of public opinion (ideally in a charity or similar setting) (E)

Thorough knowledge of social media channels and the tools to manage them (E)

Experience of using WordPress, Mailchimp, Hootsuite, Eventbrite and programmes to create multi-media content in house. (E)

Experience of developing and maintaining engaging website content and creating digital and social media campaigns. (E)

An imaginative content creator and copywriter with excellent written English (E)

A self starter who is able to be proactive and take the initiative (E)

Strong interpersonal skills and the ability to work collaboratively with a wide range of staff, volunteers, partners, suppliers and customers (E)

Design and video skills (D)

Ability to manage a diverse workload, meeting multiple deadlines in a complex environment (E)

Excellent organisational skills, time management and attention to detail (E)

Strong computer skills and ability to use full Microsoft Office suite. (E)