

Events and Digital Communications Facilitator Job Description



Job title: Events and Digital Communications facilitator

Responsible to: Church Action on Poverty Communications and Supporter Relations Manager

Closing date: Thursday 14 July 2022 at 10:00am

Interview date: Thursday 21st July 2022 at our offices in Salford

About the role

Our vision is that the UK can and must be transformed into a country where everyone can live a full life, free from poverty. Poverty robs people of dignity, freedom, and hope, of power over their own lives. We believe that our vision – an end to poverty in the UK – can become a reality. As a member of the Church Action on Poverty staff team, you will contribute towards achieving our core strategic goal of building a more powerful social movement rooted to build dignity, agency, and power together.

Since 2020, Church Action on Poverty has coordinated the annual Challenge Poverty Week in England and Wales. The Events and Digital Communications Facilitator will facilitate this, including supporting key partners in promoting on and offline engagement and events leading up to and during the Week.

The Events and Digital Communications Facilitator will work with all of Church Action on Poverty's teams and programmes, supporting digital communications, and ensuring that they are coordinated with one another as part of the organisation's overarching communications strategy.

Key responsibilities

1. Building Dignity, Agency, and Power to end poverty: Challenge Poverty Week

- Liaise and support Challenge Poverty Week key partners in promoting engagement with the Week across a range of networks, organise 'get involved' events, etc.
- Liaise with Challenge Poverty Week partner organisations to plan themes and content for Challenge Poverty Week England and Wales
- Coordinate digital content for the Week, including branding materials, the Challenge Poverty Week website and social media
- Provide admin and other support for regular meetings to the Challenge Poverty Week England and Wales project team and core partners meetings
- Support colleagues across Church Action on Poverty with running events, including promotion, online bookings, technical support, and support for in-person events as required

Outcomes: Challenge Poverty Week builds solidarity and visibility for the movement and shows how people and communities struggling against poverty can reclaim dignity, agency and power together.

2. Building a movement: engaging supporter and partners through digital communications

- Run Church Action on Poverty's social channels on a day-to-day basis, including developing and optimising text, image, video and audio content for digital and social media output

- Gather copy and graphics from colleagues, and post blogs regularly to Church Action on Poverty's website
- Create webpages for digital activism and fundraising campaigns using the Engaging Networks platform
- Add/update pages on website as required and ensure they are optimised for search engines
- Draft and send email bulletins to Church Action on Poverty's networks, including campaigners, donors and partners
- Create, monitor and update advertising campaigns as required, using Facebook Ads Manager and Google AdWords

Outcomes: A growing number of people engage actively online with the activities, campaigns and programmes run by Church Action on Poverty and its partners

3. Building our capacity to grow the movement: quality control and monitoring impact

- Provide quality control support e.g. proof-reading, editing, enforcing brand guidelines and visual identity
- Follow guidelines to ensure all communications effectively support Church Action on Poverty's values and strategy
- Work with the Communications and Supporter Relations Manager to coordinate communications from different programmes as part of our overarching communications strategy
- Follow guidelines to ensure that all communications foreground the voices of people with lived experience of poverty, in a way that upholds their dignity, agency and power
- Work with the Communications and Supporter Relations Manager to identify and monitor online conversion and engagement goals using Google Analytics and social metrics

Outcomes: All of Church Action on Poverty's communications and events effectively support the organisation's values and strategic goals

Accountability and relationships

The Events and Digital Communications Facilitator will be accountable to the Church Action on Poverty Communications and Supporter Relations Manager. They will also have a close working relationship with other staff across all Church Action on Poverty's programmes, and this will entail regular team meetings. They will be expected to attend regular staff meetings and supervision sessions.

Other details

Duration: Permanent contract, with six-month probationary period.

Hours: 35 hours per week including some 'unsocial' hours, evening and weekend working and overnight travelling for which Time Off in Lieu is provided.

Salary: Church Action on Poverty Salary Band C (SCP 14–22 on the local authority APT&C scale, currently £23,484 – £27,514), dependent on previous pay and experience, paid monthly on the 14th day of each month.

Pension: Church Action on Poverty will make a contribution of up to 10% of salary to the NEST pension scheme, on the basis that the employee contributes not less than 5%.

Holidays: 25 days' annual leave pro rata (30 after five years' service) plus statutory holidays.

Location: Based in Salford, Greater Manchester with hybrid home working options.

Person specification

Criteria	Assessed by
Skills	
Good organisational and administrative skills	A.I.R
Good written communication skills	A.I
Good skills with Google and/or Microsoft Office software	A.I
Ability to design and edit content using WordPress and/or other content management systems	A.I.R
Skills in graphic editing, design, and/or video editing	A.I.R
Ability to be an effective member of a team, but also to show initiative	A.I.R
Ability to plan and manage time effectively	A.I.R
Accuracy, reliability and a good attention to detail	A.I.R
Knowledge	
How to use social media to support organisational communication (ideally in a charity/values driven context)	A.I.R
Good working knowledge of a variety of digital/social media platforms (Facebook, Google Adwords, analytics, WordPress, Eventbrite, Zoom etc)	A.I.R
Experience	
Experience of creating/managing effective social media content/ channels	A.I.R
Experience of planning and delivering online and/or offline events	A.I.R
Work-related circumstances	
Interest in and sympathy with Church Action on Poverty's vision and values.	I
Willingness to work flexibly, including some evenings, weekends, and UK travel, including occasional overnight stays	I

A = Application; I = Interview; R = Reference