

Post	Digital and Social Media Officer
Responsible to	Digital Engagement Lead
Team	Direct Marketing
Group	Fundraising and Communications
grade	E
Contract	Permanent
Hours	Full time

The organisation you'll be joining

Welcome to Church Mission Society, where we are passionate about God's mission and eager to see more and more people become followers of Jesus. For 226 years CMS has been at the forefront of global mission, living out the gospel of Jesus, seeing lives changed and communities transformed across the globe. Often in ways we could not have anticipated.

Founded by William Wilberforce and other members of the Clapham Sect group of activists in 1799, today CMS supports hundreds of people and partners in mission working together across Africa, Asia, Latin America, Europe and the Middle East. We also train UK Christians for creative, ground-breaking mission in Britain.

From empowering marginalised people to reach their God-given potential to standing in solidarity with people whose faith makes them outsiders in their culture to discovering creative ways to share the hope of Jesus, CMS is at the cutting edge of mission, displaying the love of Jesus to many people who might not have believed he was for them.

In the last few years, we've undertaken a prayerful review of our organisation, in order to discern our mission call for this generation. In the process we have rediscovered and been re-inspired by the pioneering spirit of our founders. Those joining the CMS global mission community today will find a diverse group of people that have been reinvigorated with a fresh vision to join together to make disciples of Jesus among people at the edges, both in the UK and around the world.

Jesus spent much of his time with people at the edges, and that's where we want to be too.

Church Mission Society invites people at the edges of church, the edges of society and the edges of our comfort zones to follow Jesus and play a part in his story. Come with us to the edges and discover God at work in ways you might not have expected.



Our culture

At CMS we work hard to ensure that every member of staff is valued, supported and encouraged to continually learn and develop their skills. We rely upon God's presence, wisdom and grace and therefore, prayer is central to everything we do.

Our vision

To see our world made new by the love of God as we follow Jesus to the edges.

Our purpose

We exist to make disciples of Jesus at the edges.

Our core values

Pioneering. Relational. Faithful. Evangelistic.

Your role

The fundraising and communications group at CMS has ambitious goals and targets and you'll play a key role in helping successfully deliver on these. You'll harness the huge potential of social media and other digital platforms to help CMS get the attention of our target audiences, build brand awareness and engagement, raise money and recruit people to our mission programmes. You will have a particular focus on creating, filming and editing video content, producing impactful pieces quickly and effectively.

Your relationships

This role reports to the Digital Engagement Lead, providing vital support in developing and executing engagement strategy and delivering planned digital marketing and social media activity for a variety of campaigns. You'll work closely with the rest of the Direct and Digital Marketing Team, Communications and PR Team and Key Relationships Team as well as other stakeholders across the organisation to produce and post riveting social media and digital content.

Your responsibilities

Social media

- Curate, administer, create and post compelling content, organic and paid, for all CMS social media channels – primarily Facebook, Instagram, X and YouTube - adhering to CMS brand guidelines and taking a data-driven approach. Approximately 40% of the role will involve filming and editing video content.
- Contribute to the development of social media strategy that supports overall digital and direct marketing plans and campaign objectives



- Successfully deliver agreed-upon engagement targets and KPIs, tracking performance and recording and presenting key learning points
- Monitor CMS's social media inboxes and conversations, responding to enquiries and interacting with the public, referring PR-sensitive items to senior colleagues (e.g. line manager, Head of Communications).
- Actively follow wider social media conversations pertaining to mission with a view to contributing to relevant conversations
- Keep current with digital and social media trends and practices, liaising with consultants and freelancers as necessary
- Train colleagues, including people in mission, in how to use social media effectively in their roles

Other digital content

- Construct and distribute marketing emails using CMS's preferred email client (currently Dotdigital)
- Work with the Digital Engagement Lead to upload, create and edit website content, including the CMS intranet
- Monitor analytics and create useful reports for social media activity to help ensure engagement targets are achieved
- Digital photo cataloguing using our web-based system
- Assist with monitoring digital channels in the event of a crisis management incident

Other

- Ensure the safety and security, and respect the rights, of all staff, partners and supporters:
 - Understand and follow CMS safeguarding policies.
 - Understand and follow security procedures for all public materials and content, to keep mission personnel and strategic partners safe. Ensure the confidentiality of supporters and that all data relating to them is maintained and processed in compliance with the General Data Protection Regulation (GDPR) and Privacy and Electronic Communications Regulations (PECR).
 - Hold and maintain a good understanding of the Code of Fundraising Practice and how it pertains to your role.
- Carry out any additional duties commensurate with the role as required by your line manager.



Person specification

Digital and Social Media Officer

	Essential	Desirable
Qualifications	<ul style="list-style-type: none">• Education/ training or equivalent demonstrable experience in communications, journalism fundraising, marketing or media	<ul style="list-style-type: none">• Certificate or degree
Experience	<ul style="list-style-type: none">• Proven social media organic and paid content production experience and administration for business or charity• Proven experience of creating impactful and effective video content suitable for social media• Proven website editing experience using a content managements system such as WordPress• Email marketing via a client such as Dotdigital	<ul style="list-style-type: none">• Experience working for a mission organisation or charity
Skills and abilities	<ul style="list-style-type: none">• Photography and video content production• Able to work accurately, under pressure and to deadlines and targets• Ability to proofread accurately• Eye for detail• Creativity• Excellent organisational skills and able to multi-task	<ul style="list-style-type: none">• Problem-solving skills.• Innovative



	<ul style="list-style-type: none">• Efficient administration including time management and prioritisation• Friendly, clear and polite telephone and written correspondence demeanour• Search engine optimisation (SEO)• Ability to learn comms software/ applications quickly	
Knowledge and understanding	<ul style="list-style-type: none">• Data protection and confidentiality• Excellent working knowledge of Adobe Premiere, Microsoft Office and database programmes, website editors and email clients• Social media posting and interaction: Facebook, Instagram, X and YouTube in an organisational context	<ul style="list-style-type: none">• Knowledge of mission and/or the charity sector• Growing online communities, numerically and interaction• Understanding of content management systems
Disposition	<ul style="list-style-type: none">• A can-do personality• Self-motivated• Imaginative and enthusiastic• Team player, and also able to work on own initiative• A pro-active approach to work	<ul style="list-style-type: none">• A passion for mission
Other	<ul style="list-style-type: none">• Committed to the aims and values of CMS• Safeguarding checks	



Terms and conditions

Digital and Social Media Officer

Conditions, including but not limited to the below:

1. The appointment is subject to satisfactory references, safeguarding checks and a probationary period of six months.
2. **Salary:** The post is within Grade E of the CMS salary scales; starting at £30,925. Salaries are reviewed annually at the beginning of February.
3. **Expenses:** Expenses incurred in connection with work in accordance with established regulations will be paid.
4. **Pension:** There is a group personal pension scheme applicable to your employment and you are entitled to participate in this scheme subject to the rules of the scheme. You will be automatically enrolled into the scheme, however there is an opt-out option. The employer's contribution is 5 per cent while the employee's contribution is 3 per cent of the pensionable salary. In addition, CMS will match your additional contribution (over the min three per cent) up to an additional five per cent. The life insurance scheme provides a death in service benefit of four times the basic pay. Those eligible for pension rights under the Clergy Pensions Measures administered by the Church of England Pensions Board may continue to qualify for those rights.
5. **Work base:** This is an office-based post and this will be your centre for the purpose of claiming travelling expenses if appropriate. Under the CMS hybrid working policy, you may work from home for up to 60 per cent of your contracted time per week but we reserve the right to require you to work full-time in the office if necessary. You may also be required to come to the office for additional days to cover events or film interviews.
6. **Holiday entitlement:** Annual leave is 28 days pro rata, of which up to 3.5 are to be taken between Christmas and New Year, plus statutory bank holidays.
7. **Notice:** Two months' written notice on either side is required for the termination of the appointment after the probationary period.