



# Job Description

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| <b>Job title</b>            | <b>Social Media and Digital Engagement Lead</b>                                                                                                                                                                    |
| <b>Reporting to</b>         | Head of Comms as part of the Marketing and Communication Department                                                                                                                                                |
| <b>Staff responsibility</b> | None                                                                                                                                                                                                               |
| <b>Office Location</b>      | Swindon (You will be expected to attend at least eight in-person meetings per month – either at the office or another agreed location – with the remainder of your time spent working remotely, usually from home) |

## What we do

Around the world, we're translating, producing and distributing the Bible, helping people learn to read it and relate it to their everyday life, and equipping pastors, teachers and other Bible communicators to promote its message. In England and Wales, we're resourcing churches and individual believers to increase their confidence in the Bible and working to change the perception of the Bible in wider culture. We believe the Bible is God's gift to the world, and we want everyone to discover its message for them.

## Summary of role

This role is responsible for leading our presence across social media by developing content and delivering communications that enhance brand awareness, increase Bible engagement and support commercial growth. Working with others across the organisation, this role will contribute towards the achievement of our corporate strategy.

## Main responsibilities

- In partnership with key members of the Marketing and Communication department, develop and implement a comprehensive social media strategy that increases brand awareness, Bible engagement and facilitates commercial growth
- Lead our social media activity ensuring alignment with corporate strategy, messaging and brand positioning. This includes planning and delivering your own activity in support of organisational goals
- Lead the planning, creating, commissioning, editing and publishing of suitable content for all our existing and emerging social media channels. Making the most of the opportunities that social media presents, deliver content that's tailored to the needs of each target audience and to the strengths of each platform
- Advise and support colleagues on the management of online communities, such as *The Quiet Revival* Network, with the aim of improving engagement and maximising networking opportunities
- Be the social media expert for colleagues across Bible Society, supporting and advising them to bring their ideas to life. This includes providing training and embedding best practice, as well as working with the Senior Executive Assistant to increase the profile of the CEO
- Identify new platform opportunities and recommend how these can be applied to most effectively serve our strategy
- Be proactive in staying up to date with the latest industry trends, platform updates and best practices to ensure innovative and effective social media activity

- Support the Head of Communications in handling crisis communication and reputation management in digital spaces
- Monitor and analyse social media performance using analytics tools, providing actionable reports and insights to optimise future activity

### **General**

- Adhere to Bible Society policies and standards in all your work
- Carry out ad hoc duties which may be required to ensure Bible Society maintains its effectiveness
- Participate fully in the corporate life of Bible Society, by attending All Staff Meetings, team and departmental meetings as required

## **Who we need**

### **Knowledge and skills**

- Good understanding of the Bible and how to translate its message across social media, as well as knowledge of the various expressions of the Church in England and Wales, and a sensitivity to their different cultures
- Excellent writing, editing and storytelling skills with the ability to adapt content for different platforms and audiences
- Proficiency in using social media platforms, scheduling tools and analytics tools
- A 'test, analyse and learn' mindset, with the ability to interrogate data, gaining insights and applying learnings to future activity
- Ability to establish processes and practices that allow us to respond to world events in ways that are relevant and appropriate
- Ability to work independently and manage multiple projects and priorities within specified timeframes
- Strong interpersonal skills with the ability to collaborate across teams and engage with diverse audiences
- Ability to identify opportunities to bring Bible-based contributions to a wide audience
- An appreciation of the role that brand plays in deepening relationships with our audiences

### **Experience**

- Experience of leading the implementation of social media and/or digital marketing strategies, with a proven track record of increasing reach and engagement
- Extensive experience of using a wide range of social media platforms including Facebook, X, Instagram, LinkedIn, YouTube and Pinterest
- Understanding of digital fundraising strategies is desirable

### **Personal attributes**

- A pro-active team player with an excellent work ethic who builds excellent working relationships with colleagues
- Able to produce high-quality material rapidly and accurately
- Imaginative, creative and aware of the issues of today
- Ambitious for Bible Society and the Bible to make an impact
- Commitment to making the Bible available and accessible while demonstrating its credibility and relevance

## **Culture and character**

## **Culture**

We're committed to building on our unique culture, which is based on our Christian faith and seeks to bring out the best in our people.

We want to build a culture that demonstrates our values:

**Prayerful** – we're honest, attentive and humble, because we work in the sight of God

**Imaginative** – we're experimental, creative and dynamic, because we're made in the Creator's image

**Bold** – we're willing to work hard and face hard questions, because we trust each other

**Skilful** – we study, learn and practise, making the effort to serve others with our best

**Joyful** – we enjoy our work and seek to build others up, because we're designed to flourish together

## **Character**

As well as recruiting for talent, experience and expertise, we're interested in the character of our staff. We'd like to know how you demonstrate the following:

**Character for leadership** – you'll be self-aware and know what it takes to connect well with others, enabling you to inspire, challenge and support them.

**Character for teamwork** – you'll have strong interpersonal skills, loyalty to and respect for colleagues, and a collaborative style of solving problems through a shared sense of common mission and purpose.

**Character for followership** – you'll be committed to our vision and mission, and will constructively and proactively support these so we operate effectively.

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