Digital Assistant

Ministry Area | Department
---|---
Fundraising and Communications | Communications

**Position:** Digital Assistant (1-year, Fixed-term Contract)

About SU in England and Wales

We pioneer and create opportunities for children and young people to explore the Bible, respond to Jesus, grow in faith and become sharers of the good news of Jesus themselves. Our priority is to reach those who don’t yet know Jesus.

Vision of SU in England and Wales

To see a new generation of children and young people who have a vibrant, personal faith in Jesus.

Objective / Purpose of the Department

To develop Scripture Union’s relationship with its customers and financial supporters in a way that maximises both sales and gift income, and draws supporters and volunteers more fully into the life of the Movement.

Objective / Purpose of the Job

During the redevelopment of Scripture Union’s online presence, the Digital Assistant will ensure the current Scripture Union website and other digital channels are kept up to date with relevant, engaging and timely content.
JOB DESCRIPTION

Accountabilities

- The Digital Assistant is accountable to the Communications Manager and will be responsible for:
  - Keeping SU's current digital output up-to-date and consistent, including:
    - Updating and maintaining Scripture Union's current websites, including the online shop
    - Creating, editing and publishing content to Scripture Union's existing social media channels
    - Maintaining Scripture Union's back-end systems to help facilitate great digital content
  - Assisting with digital communications initiatives (emails, blogs etc.)

Key Activities

- Up-keep SU’s websites using the Content Management system (CMS). This will include the editing of pre-existing pages/content and creation of new pages/content where appropriate.
- Prepare multimedia assets for use across SU’s platforms.
- Format digital content appropriately for use.
- Develop content (text and multimedia) for use on social media channels and plan and facilitate its effective delivery.
- Assist in the day-to-day management and population of the SU online shop and other related online activities.
- Contribute to the marketing of SU products, through digital channels.
- Help to maintain and improve entries in SU’s internal databases and catalogues.
- Plan, layout and deliver promotional emails using Mailchimp (or similar).
- Play an active supporting role as part of the Communications team.
- Answer and resolve user queries coming through digital channels, including email and social media enquiries and offering basic technical support.
- Working with the Communications manager, collect information and stories from across the movement that meet criteria for publication through our communications channels.
- Take on other tasks, duties or projects commensurate with the duties of this post.

Person specification

- You will naturally be at home in a digital environment with demonstrable ability to communicate effectively in the digital world.
- You will understand the uses of the different channels and will know what content and content types are appropriate in each case.
- You will be able to quickly understand new interfaces and tools that will enable you to quickly be up to speed on our digital platform.
- You will understand the basics of image creation and manipulation, preparing images for publication digitally.
- You may have some video and audio editing skills. A basic understanding of HTML and CSS formatting would also be a distinct advantage.
- You will feel comfortable asking for content from a variety of different people.

In common with all members of staff:

- A committed Christian in sympathy with the aims and ethos of Scripture Union.
- Regularly attends a church, or Christian fellowship, whose teaching and practice is in agreement with our biblical basis.
## JOB DESCRIPTION

### Technical / Functional Skills

**Essential**
- A good understanding of electronic file formats, particularly those used in online contexts.
- A working knowledge of Microsoft Office applications in particular word processing and spreadsheets.
- Working knowledge of digital image editing and processing tools.
- Ability to edit content for use across a range of digital channels.
- A working knowledge of digital video formats, channels and uploading techniques.

**Desirable**
- Ability to write and edit content for publication across a range of digital channels.
- Understanding of creating and editing video content for use across digital channels.
- A good understanding of, and experience in, the creation of high quality, engaging graphics for use in digital channels.
- Good audience focused communication and customer service skills in an outward facing environment.

### Required Behavioural Competencies

<table>
<thead>
<tr>
<th>Competency</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Results focus</strong></td>
<td>Sets challenging yet realistic goals and objectives, focusing energy into striving to achieve them within agreed timescale.</td>
</tr>
<tr>
<td><strong>Relationship building</strong></td>
<td>Works to identify, build and maintain positive relationships with colleagues and contacts.</td>
</tr>
<tr>
<td><strong>Team working</strong></td>
<td>Works co-operatively, across functions/ministries and organisational boundaries to achieve shared goals.</td>
</tr>
</tbody>
</table>