

JOB DESCRIPTION

Job Title: Social Media Manager

Location: Verso Vineyard Church, 7 Brick Knoll Park, St Albans, AL1 5UG

Reports to: Communications Manager

Vision: As a church family, we want our online presence to feel just like our physical one: welcoming, clear, and focused on Jesus. With so much happening in the life of a large church, it's easy for the "why" to get lost in the "what."

We're looking for a **Social Media Manager** to help us share our story. Your job isn't to create a "polished performance," but to capture the honest, everyday life of our community. You'll help us stay connected throughout the week, ensuring that whether someone is a long-term member or just curious about faith, they find a digital space that is helpful, encouraging, and easy to navigate.

Hours of work: 7 hours per week – including Sundays
It is a requirement that the employee is present for the weekly staff meetings, currently 13:15-14:15 on a Tuesday. You may occasionally need to work on Sundays.

Key Responsibilities

1. Content Creation & Storytelling

- **Capturing Church Life:** Recruit and lead a team of volunteer photographers & videographers who are passionate about using their gifts for the Kingdom.
- **Mid-week Updates:** Create simple, engaging posts that keep the congregation informed about what's coming up, from Alpha courses to local outreach.
- **Stories of Faith:** Help us share short testimonies or "behind the scenes" glimpses of different ministries in a way that feels authentic and unforced.
- **Social Trends:** Pioneer and lead innovation on TikTok developing engaging content that encourages people who are simply "watching" the church's content to take the crucial next step of "coming to the church".
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2. Platform Management & Engagement

- **Consistency:** Maintain a steady rhythm of posts across Instagram, TikTok & Facebook so our community knows where to look for news and encouragement.
- **Friendly Interaction:** Be a helpful voice in our DMs and comments – answering questions, offering prayer, and making sure everyone feels seen.
- **Digital Support:** Work with the Comms Manager to ensure major events (Christmas, Easter, etc.) are well-signposted online.

3. Collaboration & Tone

- **Joining the Dots:** Work with the wider team to ensure that what happens on a Sunday is reflected well online during the week.
- **Brand Style:** Use our existing brand guidelines to keep things looking tidy and recognisable, without losing that "human" touch.

Other requirements

- Comply with all Church operating policies and procedures.
- Contribute to the effective running and development of the Church.
- Carry our church's culture of Christian values and practices in all aspects of the role and in all interactions.
- Participate in the Christian practices of the team e.g. staff meetings, prayer and worship times etc.
- Demonstrate a clear, personal commitment to the Christian faith. *
- Attend line management meetings and weekly staff meetings.
- Participate in annual performance reviews.
- Undertake any training or personal development as required.
- Any other duties reasonably requested by your line of management.

KEY FACTORS

Employee Reports: Relevant volunteer teams
Financial Responsibility: Involvement in annual budget process for relevant areas

* **Occupational Requirement**

Note: Due to the nature of the role, there is a Genuine Occupational Requirement (GOR) that the post-holder is a practicing Evangelical Christian and is fully aligned with the church's vision and values. You will be expected to be an active member of our church family. The genuine occupational requirement for this post is implemented under Employment Equality (Religion and Belief) Regulations 2013.

PERSON SPECIFICATION

ITEM	ESSENTIAL	DESIRABLE
QUALIFICATIONS	<ul style="list-style-type: none"> Basic GCSE's or equivalent 	
SPECIAL SKILLS	<ul style="list-style-type: none"> Visual: A good eye for a photo and the ability to write clear, warm captions. Social Savvy: A natural understanding of how Tik Tok, Instagram and Facebook work. Character: Approachable, organised, and happy to "muck in" with the team. 	<ul style="list-style-type: none"> An active interest in how the church can use tech well. A good sense of humour and a calm head on a busy Sunday.
WORK / VOLUNTEER EXPERIENCE	<ul style="list-style-type: none"> Experience in comms, editorial, or marketing role, preferably in a professional capacity. 	<ul style="list-style-type: none"> Experience with simple video editing (e.g., Reels or CapCut). Experience managing social media for a charity or community group. Ministry
KNOWLEDGE	<ul style="list-style-type: none"> Safeguarding Culturally aware 	<ul style="list-style-type: none"> Biblical / doctrinal
SPECIAL FACTORS RELEVANT TO THE POST	<ul style="list-style-type: none"> Fully aligned with Vineyard values and theology. Adherence to the Statement of Faith of Vineyard Churches UK Adherence to the Vision & Values of Verso Vineyard Church Able to sign the Evangelical Alliance statement of faith. Clear DBS – if required Strong personal faith 	