

Digital Content Creator for Jesuit Media Initiatives

APPLICATION DETAILS

Closing Date for application: Friday 10th December

Interview Date: Tuesday 21st December

Start Date: Negotiable according to notice period but earliest 17th January 2022

Please email your CV, the best of your portfolio (via a wetransfer link if larger than 10MB) and a cover letter outlining why you think you would be a good candidate for the job to jobs@jesuit.org.uk. Please put Digital Content Creator Application in the subject line.

JOB SPECIFICS

Location: This job is located in the Jesuits in Britain Curia offices in Mayfair, London. We are currently working under hybrid conditions (at least 40% of time in the office, the rest from home).

Reporting to: Pray As You Go Creative Manager

Salary: £26-30,000 (dependent on experience)

Hours: Full time, 35 hours per week

Holiday: 33 days per year including Bank Holidays

Pension: 5% employee contribution

JOB DETAILS

The role

We're looking for someone to join our team and to be at the creative forefront of our digital designs and to help share our content with the world on a wider scale.

If you're a dynamic creative with their finger on the pulse of social media and design trends, this could be for you.

Someone ideal would balance a strong creative outlook with a detail-focused approach. We would love you to be a great communicator who enjoys being a part of a team, collaborating with others, and has an energetic, positive 'make-it-happen' attitude that helps you juggle all those multiple tasks on a day-to-day basis!

A bit about us

We are the small but passionate media team for the Jesuits in Britain, with a vision to help people on their journey of faith. We want to meet people where they are, however they are, and provide them with the tools they need to live out their relationship with God using Ignatian spirituality.

We reach hundreds of thousands of people around the world every day and that number continues to grow. We collaborate with a number of other organisations such as the Jesuit Refugee Service, Jesuit Missions and the Season of Creation, to produce content that serves the needs of many.

We are about to embark on a new era, branching out to new audiences and increasing our digital reach with more of a focus on video and podcasts.

In a nutshell

This is a fantastic role if you love digital design, content creation and sharing it all on social media. We'd love you to be passionate about brand communication and want to help build and nurture the Pray As You Go (PAYG) social media following, alongside supporting Thinking Faith (TF) as they grow and develop their brand. You'll be responsible for planning and executing our social media strategy and design, including working with our content calendar, designing and delivering day-to-day content, analysing account growth and user engagement, and developing relationships with influencers.

Key Areas of Responsibility

- **Digital content design:** using a mix of hand-drawn illustration and digital graphic design to produce social media assets, campaigns and designs for advertising new series and online retreats
- **Branding and design:** Creating new campaign assets for PAYG's new branding, TF and off-shoot digital spirituality projects and series
- **Digital content creation:** creating videos and motion graphics for digital spirituality content, social media and other creative content
- **Social media, analytics and reporting:** working with our Digital and Marketing Development Manager to use best practice of paid promotion and analytical strategy. Build brand loyalty through setting the tone of genuine, caring communication, supporting our administrative assistant in responding to social media comments and direct messages. Expanding our following across our social media platforms
- **Social media, influencers & collaborators:** Identify relevant influencers, bloggers and collaborators and develop strong relationships with them. Organise giveaways, collaborations and partnerships with other brands
- **Website management:** to manage the aesthetics and design of graphics content for the PAYG website; to update and arrange content where necessary. Regular monitoring and reporting on website and content performance for both PAYG and Thinking Faith
- **Podcast assistance:** helping organise, shape and edit podcasts for the Province, including for the Archives, spirituality team, Jesuits in Britain and PAYG podcasts

ESSENTIAL SKILLS

Social Media

- Minimum 2 years' experience managing social media channels
- Ability to create and execute an inspiring, fun and engaging social media calendar that also communicates brand promotions

- Strong familiarity with social media platforms including Tik Tok, Instagram, Facebook and Twitter

Content Creation

- Fluent English speaker with exceptional copywriting skills who can maintain a consistent brand tone of voice, balancing friendliness with professionalism
- A great eye, with the ability to curate compelling content that brings our collection themes to life whilst communicating our ethics and brand values. This includes producing content using internal brand photography, collecting and organising video work and working with external influencers / content creators
- A creative thinker who can contribute innovative ideas to strategy sessions.
- Knowledge of Adobe Photoshop, Illustrator, InDesign and Premier Pro (or other video editing software)
- Familiarity with Google Analytics, Facebook Ads Manager and SEO optimisation.
- Experience with social media scheduling platforms, ideally Hootsuite

Analytics

- Ability to measure, evaluate and report on social analytics data, identifying and tracking relevant social media and community KPIs to improve engagement and growth continuously, and inform strategic direction
- Strong working knowledge of GSuite and Facebook Business Manager

Nice to have

- A knack for taking great pictures and creating engaging posts, stories, reels, short videos for social media
- Insight into Millennial and Gen Z behaviours and attitudes
- Previous experience in brand and consumer marketing
- Familiarity with Pro Tools, Audition (or equivalent DAW)
- Understanding of the Society of Jesus and sympathy with their aims and objectives
- Understanding of the Roman Catholic Church and sympathy with their aims and objectives

What we offer

- A dynamic work environment within a small, committed team of enthusiastic, environmentally conscious colleagues who are passionate about making a positive difference.
- We're a fast growing work, with a commitment to training and developing our staff.
- You would become part of an international community of colleagues working with the Jesuits to carry out their vision of walking alongside young people, the marginalised and caring for our common home.
- Opportunities for retreats and spiritual formation for you.
- A chance to enhance and practice new skills in marketing, content production and podcast making.
- Possibility of travel abroad for communications conferences.