



St Mary's Ewell

www.stmarysewell.com

VACANCY: Publicity and Social Media Officer (part-time)

Closing date: 25 January 2018

Interview date: 1 February 2018 (flexible)

Salary: £20,000 pro rata

Contract: 8 hours per week. 3 months initially, to be extended to 3 years on a successful completion of the initial period.

St Mary's church Ewell seeks to appoint a publicity and social media officer who will assist the church in its publicity and communications, especially through social media.

St Mary's is the Church of England parish church for Ewell Village. Our wide range of activities include worship services, children's groups and activities, concerts and other musical activities, work with schools, care homes, and others in the local community, and much more. Our annual report for 2016 gives a good picture of the life of the church:

<http://www.stmarysewell.com/wp-content/uploads/2018/01/Annual-report-2016.pdf>

As a church we wish to do more to let people in the local area know about our events and activities; to raise our public profile; to share good news stories; to keep alive contacts we generate through services and activities; to increase attendance at events, participation in fund-raising, and church membership. We want to put into practice our mission statement, "*Sharing the love of Christ, the Light of the World, with the people of Ewell*" by communicating a message of welcome as widely as possible. In particular we want to develop and improve the ways in which we use electronic and social media to achieve these aims. We believe a talented and creative publicity and social media officer is needed to help us further these aims.

The publicity and social media officer role will be a new one, and it is envisaged that the publicity officer will take on day-to-day oversight of the church's social media and other publicity, working with church officers and volunteers as appropriate.

The successful applicant will have a good knowledge of social media, the ability to prepare appropriate copy (e.g. to advertise events), and an eye for good design. It would be an advantage for applicants to have some knowledge of Ewell's local social media and traditional media, and to have some knowledge of the Church of England, but if necessary this knowledge can be gained on the job. Use of shared desk and computer can be provided in the church if needed, but it is envisaged that the role will involve some working from home, alongside attending meetings and some events at St Mary's church.

Duties:

- To be a member of the publicity committee, meeting twice a year on a weekday evening under the chair of the Committee, which would help guide the Publicity Officer's work.
- To oversee the publicity of all church activities and events but in particular services, occasional offices, music events, children's activities, church hall booking facilities, and fund-raising events including the Ewell Village Fair.
- Meet with the Vicar, initially weekly, and also meeting with others as required.
- To implement St Mary's social media presence: for example, expanding our Facebook presence, using Twitter and Eventbrite, developing a range of MailChimp mailing lists, and ensuring a good flow of material to the website via the webmaster.
- To work with the many volunteers, and employees, who organize events and produce the posters, parish magazine, website etc. sharing good practice, and proposing the best ways of developing our publicity.
- To work with volunteers to ensure that everything is advertised as fully as possible at the appropriate times and through all appropriate media, both internally (posters, parish magazine, weekly notes) and externally.
- To develop contacts and new methods of advertising St Mary's events and news stories.
- After the first 6 months or so, draw up a plan for developing the church's publicity over the whole 3 year timescale, with measureable goals. This would include a redesign of the church website, and the implementation of a welcome pack.

To apply for this role please send the following:

- CV
- Covering letter
- Details of two referees

to the parish administrator, parishoffice@stmarysewell.com by 9am on 25 January 2018.