



*Loving God, Loving Huddersfield*

[www.holytrinityhuddersfield.com](http://www.holytrinityhuddersfield.com)

Registered Charity No. 1168350

## **Communications Lead (Students and Young Adults)**

### **Our Context: Holy Trinity Huddersfield and our work with Students and Young Adults (SYAs)**

Holy Trinity is a growing, all-age Anglican Church located on the edge of Huddersfield town centre in the Diocese of Leeds. Our vision is *“to make committed followers of Jesus, and to share his transforming love”*. Before the COVID-19 pandemic we had approximately 150 adults and 25 under 18s attending our two morning services, and we have over 100 people attending midweek Life Groups. We are committed to whole-life and wholehearted worship, relevant and applied bible teaching, and a growing openness to the Holy Spirit. For more information about Holy Trinity Huddersfield please see our website: [www.holytrinityhuddersfield.com](http://www.holytrinityhuddersfield.com)

Huddersfield is home to a significant population of students and young adults. Approximately 19,000 students attend Huddersfield University (30% are from BAME backgrounds and 18% are international students). There are also three large colleges for 16-18-year-olds. Approximately 15% of the local population are 16-30 years of age, including a significant Muslim population. The vast majority have no church background or experience. Over recent years Holy Trinity has seen encouraging growth in attendance amongst university students, from zero in 2015 to around fifteen-twenty in 2020, with many involved in different areas of church life and leadership, with some going on to full-time ministry after graduation. However, the pandemic impacted this work and we are currently rebuilding our ministry to and amongst students and young adults.

### **A new vision to share Jesus with SYAs**

We have a vision to share the good news of Jesus with students and young adults in our town, mindful that there is huge potential and a profound need to share the Gospel and pray for God's kingdom to come amongst this demographic. The Diocese of Leeds have themselves sought to invest in evangelism and discipleship amongst SYAs, and in May 2021 they successfully obtained funding from the central Church of England Strategic Development Fund for new investment in reaching SYAs for Jesus. Holy Trinity were invited to be part of this diocesan bid and this new post is the fruit of that project - you can find out more about the Holy Trinity part of the 'Reaching Generation Next' SDF project [here](#) and a video clip of the announcement made to our congregation online at <https://youtu.be/pjy6tRRwG4>. Effective communications, in particular via social media, is seen as a core component of this project.

We are now seeking an experienced and creatively gifted Communications Lead who will play a key role in designing, developing and implementing effective communications/social media strategies with a particular focus on reaching and engaging SYAs in Huddersfield with the Gospel. A key priority is to intentionally reach out to those from an unchurched background, inviting them to engage with us and explore faith in Christ for themselves. Additionally, we are committed to growing disciples amongst existing Christian students and young adults – enabling them to know Jesus better, releasing them to share their faith amongst their peers, and exercise Christian leadership. Our intention is to launch a new evening congregation at Holy Trinity which is primarily led by and focused on engaging students and young adults. Though the key focus of this role relates

to our SYA Ministry, the post holder will also be expected to contribute to enhancing communication, marketing and publicity, in particular digital and social media, across all aspects of church life and activities at Holy Trinity.

The Communications Lead would join our [existing staff team](#), be committed to worshipping with us each week, and would join a midweek Life Group. As a church, we will commit to support, encourage and invest in the successful applicant, recognising that none of us are the finished article. Our priority will be that your personal development and your own relationship with Jesus continue to flourish and thrive as you serve with us at Holy Trinity.

## Key elements of the role

### Initial priorities

- Working with the wider team, to lead, develop, implement and monitor creative and effective communications, social media strategies and projects for Holy Trinity's outreach to SYAs in the Huddersfield area. This should be undertaken in line with the SDF funded project objectives, including a particular emphasis on those who are not-yet Christians.
- Working collaboratively with others to enhance the overall communications strategy and approaches related to the activities and outreach of Holy Trinity.

### Detailed Role Description

The outline below is intended to provide a guide to the general duties and responsibilities of the post. However, this should not be regarded as a contractual document. The job description will be reviewed regularly, and agreed with your line manager.

#### Communications and Social Media

- Demonstrate creativity in overseeing the core communications and social media accounts connected with Holy Trinity, developing a different voice for each area of ministry and outreach, ensuring these represent a consistent message and voice in line with the core values and priorities of Holy Trinity and effectively communicate the gospel.
- Specifically develop and implement creative and effective communications and social media strategies and campaigns that resonate and engage with target audiences - particularly SYAs in line with the wider SDF funded project objectives.
- Take day to day responsibility for planning and scheduling communications and social media activity
- Design and create innovative social media videos and graphics, particularly for reaching out to and engaging with SYAs
- Write and edit relevant copy for communications and social media
- Build relationships with target audiences by two-way communication on social media, particularly for SYAs, including monitoring and researching influencers and trending topics
- Regularly monitor, analyse and report on communications and social media activity and engagement using Google Analytics and other research and social media analytics tools to inform planning and increase effectiveness, engagement and reach
- Build and equip a volunteer communications and social media team to assist in creative output, especially for our SYA ministry

#### Wider creative activities

- Take a lead in the gathering, creation and organisation of photos, videos and graphics for use in all areas of church life
- Contribute to wider creative communications and media activities in one or more of the following areas: graphic design, photography, videography
- Undertake a thorough review of our website and implement effective and creative enhancements where necessary, as well assisting with day to day content development and management.
- Maintain up to date knowledge of content production software, analytics tools, new technologies and platforms etc.
- Ensure all marketing policies and processes remain up to date and our activity adheres to legal guidelines with regards to accessibility, safeguarding, data protection and copyright

## Administration

- Ensure good organizational systems and maintain efficient and effective administration of communications and social media

## Other responsibilities:

- Attend and contribute to weekly staff meetings and prayers at Holy Trinity and other meetings as required.
- Participate in and contribute to line management and appraisals as required.
- Continue own personal and spiritual development through personal prayer, reading and appropriate training courses.
- Share learning as appropriate with other SYA ministries, especially within the diocese.
- Foster and sustain a collaborative, prayerful, 'can do' staff culture
- Undertake any other duties that may reasonably be required of this post holder.

## Person Specification

In addition to the Person Specification below, we believe that the post holder will need to embody the following qualities:

- **CREATIVE COMMUNICATION** - someone with creativity and a clear passion and gift for communication using a range of effective methods - print, digital and social media - who with humility is able to discern and articulate vision, and is equipped to invest in and lead a team of volunteers.
- **DISCIPLESHIP** - someone who will contribute through their role to enabling SYAs to experience God, grow deeper in their relationship with him, and encounter his love in the power of the Holy Spirit.
- **RELATIONSHIP** - someone who is able to connect authentically and deeply with people - an encourager, good listener, a people person.
- **ENERGY & PASSION** - someone with energy and passion, able to nurture a 'can do' culture, and committed to fostering growth amidst the challenges that change often brings such that SYAs and others engaged with us genuinely love coming to and being a part of the Holy Trinity family.

Area		Essential	Desirable	Assessed by*
<b>Faith and spiritual life</b>	A committed Christian with a living faith, filled with the Holy Spirit and a prayerful dependence on God	X		A/I/R
	Someone who invests in their own discipleship through worship, prayer, bible reading and fellowship, and seeks to honour God in their own life and modelling this to others in their lifestyle.	X		A/I/R
	Godly Christian character and humility: a servant leader who recognises that others will look to them as an example of the Christian life, and so with God's help is seeking to bring their life into line with orthodox Christian teaching and practice.	X		I/R
	Someone who will embrace the vision, values and core beliefs that Holy Trinity espouses.	X		I/R
	A depth of knowledge of the Bible and confidence in core Christian doctrines and beliefs, as upheld by the Church of England	X		I
<b>Personal</b>	An ability to creatively and effectively communicate with and relate to students and young adults and a wide range of people of different ages and backgrounds committed to investing in relationships and people as well as tasks and getting the job done.	X		A/I/R
	An in-depth understanding of, passion and calling for excellent communication in a church context - using a range of methods to develop evangelism and mission communication and social media campaigns	X		A/I
	Someone with perceptive self-awareness who can identify their strengths and gifts, and is aware of their weaknesses.	X		I
	A collaborative team player, willing to work under authority and able to take direction,			I/R
<b>Knowledge</b>	Someone who has an understanding of the theology and dynamics of planning and shaping effective missional outreach communication strategies particularly amongst SYAs	X		A/I
	Knowledge of a range of communication resources and methods available for engaging and inspiring others in their faith journey - in particular students and young adults	X		I/R

Area		Essential	Desirable	Assessed by*
<b>Skills</b>	A strong track record of designing, developing, implementing and evaluating effective communication and social media activities, to meaningfully engage others in their faith journey and a deeper relationship with God	X		A/I/R
	Excellent writing, editing and verbal communication skills	X		A/I/R
	Technical skill in the competent use of graphic design and video editing software and cameras for photography and videography	X		A/I/R
	The ability to lead and build teams identifying and developing individual's gifts and delegate to others so that their own area of responsibility is not purely centred upon themselves		X	A/I/R
	Someone with good time management, organisation, planning and self-motivation	X		I/R
	An ability to think and plan strategically		X	A/I/R
	An excellent degree of competency in general IT skills and with the ability to devise digital and online resources, manage websites and social media accounts	X		A/I/R
<b>Education &amp; experience</b>	Someone who can demonstrate a strong track record of leading and developing effective communication and social media outreach	X		A/I/R
	Experience and training in communications - specifically in the development, creation and management of digital and social media content including print, video and audio to drive target audience engagement	X		A
	Experience of using Google and social media analytics to measure and report performance of digital campaigns, content, and conversion goals		X	A/I
	A degree relevant to marketing and communications		X	A

\* A= Application/I = Interview/R = References

## Contractual Information

**Job Title:** Communications Lead

**Employer:** Holy Trinity Huddersfield Parochial Church Council (PCC)

**Accountability:** The post holder is accountable to the Parochial Church Council (PCC), and the post holder will be expected to attend PCC meetings as requested.

**Main Base:** Holy Trinity Church, Trinity Street, Huddersfield, HD1 4DT.

**Salary:** £20,000 - £23,000 p.a. (prorata) depending on experience and/or qualifications

**Hours:** 22.5 hrs per week (working pattern to be agreed but will include Sundays and some evenings) + other voluntary service as any other working members of the congregation.

**Occupational requirement:** In accordance with the Equality Act 2010 there is a Genuine Occupational Requirement that the post holder is a Christian.

An Occupational Requirement exists for the post holder to be an active communicant member of the Church of England or of a Church in full communion with the Church of England in accordance with the Equality Act.

**Contract duration:** Open ended

**Start date:** January/February 2022.

<b>Probationary Period:</b>	Subject to a 3-month probationary period
<b>Clearance required:</b>	Enhanced DBS check:
<b>Training and development:</b>	There is a budget for continued professional development, and attendance at one major conference each year, in consultation with the Line Manager. All staff have regular appraisals.
<b>Support:</b>	As part of our commitment to care for and invest in our staff, we would help the appointee to find a spiritual director/mentor.
<b>Holidays:</b>	33 days p.a. (prorata) <i>including</i> Statutory Bank Holidays  <i>We also support up to 10 days per year (pro rata) additional paid leave for staff to undertake <b>unpaid</b> ministry where requested for other churches, church organisations nationally or internationally</i>
<b>Pension Provision:</b>	Holy Trinity Huddersfield encourages all employees to join a pension scheme. UK law requires all employees to be enrolled in a pension scheme with a minimum statutory employee contribution of salary. Holy Trinity Huddersfield PCC will also make a statutory employer contribution

## APPLYING FOR THE POST

Applicants are asked to submit by email to [mike@holytrinityhuddersfield.com](mailto:mike@holytrinityhuddersfield.com) a completed Communications Lead Application Form available at: <https://www.holytrinityhuddersfield.com/syaposts/>

*Attention is drawn to the person specification listed above and applicants should clearly identify how they meet the criteria in their written application.*

**Closing date for receipt of applications: 4.00pm Friday 26 November 2021**

Informal enquiries are welcome and should be made to Mike Wilkins (Vicar) on 01484 513213 or by email to [mike@holytrinityhuddersfield.com](mailto:mike@holytrinityhuddersfield.com)