

JOB DESCRIPTION AND PERSON SPECIFICATION CATHOLIC COMMUNICATIONS NETWORK MEDIA OFFICER

- Job Title:** Web Assistant – Full time
- Responsible to:** Web Co-ordinator
- Role Purpose:** The web assistant will work with the webmaster and CCN team to ensure the websites and e-communication of the Bishops' Conference fulfil the requirements set by the web co-ordinator and the director of CCN. The web assistant will work across the Bishops' Conference as directed, improving the presentation and content of all e-communications, bringing in latest technological developments wherever appropriate.

SPECIFIC DUTIES AND RESPONSIBILITIES:

Main Responsibilities

- Provide daily updates, development and management of key areas of the www.catholicchurch.org.uk website.
- Liaise with all agencies and departments to ensure their needs are met
- In conjunction with the Web Co-ordinator produce and manage e-communications
- Assist with the development of a website style guidelines in accordance with the brand
- Monitor and analyse website statistics
- Produce monthly analysis of website statistics
- Support colleagues across the organisation in using online communications in their work in a strategic way
- Advise on developments and opportunities in new media
- Assist the Web Co-ordinator with projects including related to development and maintenance of the Bishop's Conference website
- Maintain the relationship with external suppliers (hosting company, website development company)
- Undertake all general CCN responsibilities in accordance with team needs and as requested by director of communications. These responsibilities include the day-to-day news and media management, devising and implementing media strategies for departments and agencies

PERSON SPECIFICATION

It is essential that the successful applicant will have the following skills:

Content management

- Experience of editing/content managing a busy website
- Working knowledge of content management systems
- HTML/XML coding desirable
- Good sub-editing skills and attention to detail

Images

- Basic cropping and touch-up essential
- Image editing experience e.g. photoshop
- Multilayer editing desirable
- An eye for design

Multimedia

- Good understanding and experience of social networking tools e.g. Twitter, Facebook, YouTube, Flickr
- Video recording/editing/encoding desirable
- Audio recording/editing/encoding desirable
- Experience building and maintaining blogs desirable

Reporting

- Experience in monitoring, reporting and interpreting traffic statistics

Additional skills

- Experience in compiling newsletters
- Compiling RSS feeds for news updates and podcasting
- Familiarity with building channels on popular external sites e.g. YouTube, Vimeo etc

In addition, although it is not essential that you are a Catholic to undertake this role, you must be sympathetic to, and have a good understanding of the Catholic Church.

TERMS AND CONDITIONS

- The employer is the Catholic Bishops' Conference of England and Wales – the Catholic Trust for England & Wales (CaTEW) is a registered charity No 1097482
- The salary will be between £17,925 and £21,973 per annum on Grade 5 of CaTEW's salary scale. Salaries are reviewed annually.
- This is subject to six months probation period.
- Place of work would be 39 Eccleston Square, London SW1V 1BX
- There is a Catholic Trust for England & Wales (CaTEW) pension scheme. This is a personal pension plan. CaTEW will match contributions up to a maximum of 6% of salary. There is a death in service which is three times basic salary.
- Annual holiday is 25 days (5 of which are to be taken over the Christmas holiday) plus public holidays. Annual holiday starts from January to December.
- Expenses and subsistence allowances are in accordance with current CaTEW scales which follow Inland Revenue no liability guidelines.

January 2010
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