

Job Description

Job Title	Digital Content Assistant
Area/Department	Ministries
Reporting to	Deputy General Secretary Ministries
Direct Reports	None
Location	The Office of General Assembly, 86 Tavistock Place, London, WC1H 9RT or Home Based
Travel	Occasional travel in UK
Working Hours	21 hours per week
Job Summary: To promote the URC's discipleship and mission objectives by supporting the work of the Minister for Digital Worship and to offer communications assistance within the Ministries team.	

Background: The URC is activist, dissenting and motivated by social justice. It is also committed to theological and cultural diversity. The URC is conciliar which is a core part of its ethos and polity and shapes how the Councils of the Church make decisions. As the team serving General Assembly, our collective task is to implement the decisions of General Assembly and Assembly Executive. The teams which make up the Office of General Assembly (Faith in Action, Ministries, Governance and Administration and Resources) are diverse in their tasks and areas of expertise but are united by a common purpose; in our different ways we exist to support and enable and support the wider church and its members in local churches and across synods.

The Ministries department is responsible for oversight of the ministry of the Word and Sacraments, Church Related Community Work, Assembly Accredited Lay Preaching, Assembly Accredited Lay Pioneers and Eldership. The Ministries Department plays a key role in supporting and monitoring Church Related Community Work Projects, Special Category Ministry and Pioneering posts. Through its main committee and sub-committees, it is concerned with facilitating the ministry of the whole people of God in the United Reformed Church through working to promote the policies of the church; advocating ministry in its widest sense; supporting ministry in its varied forms; and facilitating the formation, training and learning for accredited ministries of the church. It includes the Safeguarding team and the Minister for Digital Worship both of which resource the ministry of the wider URC.

Principal responsibilities and duties

Daily Devotions and Digital Worship

1. Edit recordings of Daily Devotions and liturgical material into podcasts using Audacity or similar audio editing programme.
2. Upload edited Daily Devotions podcasts to relevant platforms and worship service podcasts to Soundcloud.
3. Prepare worship services for email distribution with links to SoundCloud.
4. Edit digital worship videos, (using Final Cut Pro or similar) as appropriate.
5. Create from service materials, videos and upload them, to the URC's YouTube channel.
6. Promote-Daily Devotions and worship services on the URC's social media channels.
7. Produce PowerPoint presentations that support the work of the Minister for Digital Worship embedding audio and video files into PowerPoint presentations for local church use managing a SharePoint (or similar) site.
8. Manage and edit photos for digital worship resources.
9. Assist with the development of online worship tools.

Copyright

1. Ensure copyright returns in relation to digital worship are completed.

Insights reporting and data sharing

1. Analyse (using insight tools) user behaviour to identify engagement and shape and suggest to the Minister for Digital Worship and Deputy General Secretary (Ministries) how best to prioritise digital content.
2. Explore new methods for growing the digital audience for discussion with the Minister for Digital Worship and Deputy General Secretary (Ministries).

Social media

1. Share content where appropriate.

Training

1. Keep self trained on various software editing programmes, exploring the use of AI in the creation of sound and pictural resources.
2. Support training on the use of digital platforms.

Communications Support

1. Provide Communications support for the Ministries Department and Administration & Resources Department as needed, to include but not limited to items for the news update, publicity and volunteer recruitment advertising.
2. Assist the Deputy General Secretary (Ministries) in the creation and dissemination of digital material to support the work of the Ministries Department e.g. promotion of Vocations Sunday, Enquirer events and good news stories from Ministers, CRCWs and other accredited ministries of the church.

Key Collaborations (outside of role team/area)

1. Digital Content Manager.
2. Communications Officers.

Working with Committees and Volunteers

This section lists the type and level of interaction that this role has with committees and other groups. It will vary from time to time and as directed by the Deputy General Secretary (Ministries).

1. Ministries Committee: *attend as required by the DGS (Ministries)*
2. Other committees, sub-groups and working parties of the General Assembly: *attend when requested by that body or from the DGS (Ministries).*

Expected Standards

This section refers to the way in which the job is done rather than the duties/responsibilities.

The [C] Core or [E] Enhanced specified after each standard denotes the clause required for the job:

1. Communicate effectively with colleagues and internal and external contacts [C].
2. Act in ways that support a culture which promotes equality and values diversity [C].
3. Act in ways that protect own and others' health safety and security [C].
4. Work collaboratively to develop a customer service culture which fosters continuous improvement [E].
5. Take responsibility for own personal development and develop skills and knowledge to enable effective work performance [C].
6. Promote, monitor, and maintain best practice in data protection principles and practice [E].
7. Ensure compliance with safeguarding practice] [C].

This job description reflects the overall scope and responsibilities of the role. However, it is not an exhaustive list, and the job holder is expected to undertake any other reasonable duties that might be requested. All jobs change or evolve over time to meet organisational or departmental needs, and this job description will therefore be subject to periodic review and change if required.

Updated September 2025

Person Specification

Job Title: Digital Content Assistant

Requirements	Essential	Desirable	Measurement
Education and qualifications	1. Educated to A level or equivalent, with GCSE passes (grade A-C) in English and Maths		Application
Experience	2. Website content development 3. Management of internal and external digital communications 4. Managing website content 5. Increasing external engagement with social media 6. Insights reporting using Google Analytics and social media analytics platforms 7. Use of Hootsuite, Buffer, or other scheduling platforms 8. Implementing and evaluating successful digital and social media campaigns	<ul style="list-style-type: none"> • working within the charity sector • project management • multiple CMSs • working with digital agencies • UX and usability research 	Application/ Interview/ Test
Knowledge	9. Extensive knowledge of digital platforms 10. Email broadcast platforms (such as DotDigital) 11. WordPress	<ul style="list-style-type: none"> • the United Reformed Church and its structures • Facebook advertising 	Application/ Interview/ Test
Skills and Abilities	12. MS365, particularly Outlook, Word, Excel, SharePoint, PowerPoint (Advanced level) 13. Creative in content design 14. Demonstrated expertise in audio and video		Application/ Interview/ Test

	<p>editing and appropriate software</p> <p>15. Excellent English language skills including writing for social and digital media</p> <p>16. Accuracy and attention to detail</p> <p>17. Highly organised with the ability to multi-task and meet tight deadlines</p> <p>18. Good judgement in knowing when to act on own initiative</p> <p>19. A dependable collaborator with a commitment to teamwork</p>		
Other	<p>20. Willing to work within the Christian ethos of the United Reformed Church</p>	<ul style="list-style-type: none"> • awareness of Christian mission and language • appreciation for worship in varied formats 	Application/ Interview