



Truro  
Cathedral  
*sacred space, common ground*

Digital Assistant



# Our Vision, Ambition and Values

## Vision

Our vision for Truro Cathedral is to create **Sacred Space** in which the holiness of God is encountered in an open and inclusive way and **Common Ground** where issues shared by the whole of humanity can be explored.

## Ambition

Inspired by the Gospel of Jesus Christ, we work to build a welcoming, inclusive and engaging environment that, through the delivery of a diverse and inspiring programme of worship, events, educational activities and community outreach, fulfils and spiritually enriches all who experience Truro Cathedral.

## Values

### **Love & Unity**

We care for one another with compassion and kindness and our work is embedded in a spirit of love and cooperation as we come together to succeed in our mission for the cathedral.

### **Dignity & Respect**

We respect others and value diversity, embracing our similarities and differences with gentleness, self-control and a willingness to learn. We welcome expressions of spirituality, respecting and valuing those with different faiths or no faith.

### **Accountability & Integrity**

We act with honesty, openness and integrity in everything we do. We use the resources entrusted to us wisely and effectively with transparency and accountability. We demand high standards of professionalism from ourselves every day, always striving to deliver excellence in our work.

### **Creativity & Courage**

We are bold and challenge ourselves and others to question the norm. We explore new options and take intelligent risks, confident that we do so in a supportive environment. Committed to continual development, we embrace change and nurture personal growth.

## Job Description

<b>Job Title</b>	<b>Digital Assistant</b>
<b>Hours of Work</b>	28 hours per week over four days (full time 35 hpw). Specific days to be discussed and agreed, some flexibility would be required.
<b>Salary</b>	£17,500 p.a. pro rata
<b>Line manager</b>	Digital Manager
<b>Direct reports</b>	None

### Overview and general duties

Truro Cathedral is an active church at the physical and spiritual heart of the city that is committed to achieving its vision to provide sacred space and common ground for all 70,000+ visitors experiencing the cathedral annually.

The cathedral's communications team comprises a Digital Manager, the Digital Assistant and a small number of dedicated volunteers. The team works to promote the cathedral, the services, events, and activities taking place within it, and develop ongoing relationships with visitors and supporters via all available communication channels.

At the start of 2018, the cathedral launched a vibrant, refreshed brand, complete with new website, providing a vastly improved web experience for online visitors, and social media interaction continues to grow. The development team has, and continues, to put in place foundations to continue the development and growth of supporter and promotional activity to ensure the financial sustainability of the cathedral.


The Digital Assistant role will provide support across the breadth of marketing, communications and fundraising activities carried out by the team.

### Key Duties and Responsibilities

#### 1. Marketing and communications support

Provide support to the Digital Manager on the following marketing & communications activities, taking the lead where identified:

- Content creation and curation for social media using social media management tools.
- Creation of regular email communications (using MailChimp platform)
- Content creation for and maintenance and administration of the cathedral website, including SEO
- Liaise with cathedral colleagues to gather and draft varied content for all digital and physical communication platforms supporting integrated



communications

- Create and schedule content in line with the current social media strategy
- Collate statistics for monthly performance reports

## **2. Fundraising support**

Provide support as and when required on strategic projects.

## **3. Donor support**

Provide support to the Digital Manager and ultimately take the lead on:

- Donor thanking and core engagement processes
- Maintenance of accurate supporter records on the cathedral database
- Provide reports / lists from the database where required

## **General**

1. Attend and participate in training courses as directed.
2. Maintain confidentiality at all times.
3. Take a positive and active part in the cathedral's annual appraisal/review system.
4. Uphold the cathedral's values.
5. Adhere to Truro Cathedral's policies and procedures.
6. Other duties as are necessary for the smooth running of the business.
7. This job description will be subject to regular review and amended to meet the changing needs of the cathedral.

# Person Specification

## Development Team Assistant

ATTRIBUTES	ESSENTIAL	DESIRABLE
<b>Job Knowledge &amp; Experience</b>	Outstanding interpersonal skills with experience in team working and customer service.	Experience in working with volunteers and / or within the third sector environment.
	Strong digital skills across website and social media platforms	Experience in website administration and maintenance
	Experience in editing images, via Photoshop & Canva.	Experience of working with social media platforms in a professional role
	Ability to plan, prioritise and manage workload to achieve deadlines	Experience in working to and applying brand guidelines
	Experience in writing content (for web, social media and/or print) in a business setting	
<b>Job Skills</b>	Excellent working knowledge of Microsoft Office, website and social media platforms including management tools	
	Experience of working with databases and / or CRM systems	Experience of working with Access database
	Excellent communication skills	
	Strong administration skills	
	Excellent numeracy and computer skills	
	High standards of professionalism at all times in the delivery of the requirements of the post and in handling confidential information about donors.	
<b>Education &amp; qualifications</b>	GCSE English Language and Maths or equivalent	Marketing or social media related qualification
<b>Personal attributes</b>	Strong attention to detail.	
	Able to use own initiative and enjoy being and active part of a small, focussed team	
	Good sense of humour and common sense when dealing with the pressures of the post	
	Understand and demonstrate commitment to the cathedral's sense of purpose and vision	

## Terms & Conditions

<b>Job Title</b>	<b>Digital Assistant</b>
<b>Contract</b>	Permanent part-time
<b>Salary</b>	£17,500 p.a.pro-rata
<b>Hours of Work</b>	28 hours per week over four days (full time 35 hpw). Specific days to be discussed and agreed, some flexibility would be required.
<b>Holiday</b>	25 days plus bank holidays - pro-rata for part-time
<b>Line manager</b>	Digital Manager
<b>Place of work</b>	Remote (with occasional office attendance)
<b>Probation</b>	The post will be subject to a three-month probationary period, during which time, either party may give the other one weeks written notice
<b>Pension</b>	You will automatically be enrolled onto the government's Nest pension scheme but can opt out if you wish. After successful completion of six-month probation period staff are eligible to join the Church Workers Pension Scheme (contributory employer 6%, employee 3%)
<b>Smoking</b>	Truro Cathedral operates a no smoking policy
<b>Health &amp; Safety</b>	All staff are required to follow the policies and procedures set out in the employee handbook.
<b>Equal Opportunities</b>	Truro Cathedral operates under the principles of Equal Opportunity, insisting on and promoting equality of opportunity and access to all, regardless of age, race, colour, ethnic or national origins, gender, marital status, sexual orientation, disability or impairment, income, education, religious beliefs or cultural heritage. This applies in all we do, including our campaigns and employment practices, membership of committees, all stages of recruitment or selection processes, working practices, conditions of work, and allocation of resources.
<b>Safeguarding</b>	Truro Cathedral operates within a safeguarding policy which provides a framework to promote the welfare and protection of children and vulnerable adults.