



# Diocese of Westminster

<b>Job Profile</b>	Content Producer
<b>Department / Parish / Agency</b>	Communications
<b>Reporting to</b>	Head of Communications
<b>Cost Centre</b>	252
<b>Location / Address</b>	Vaughan House
<b>Management of</b>	Communications Department
<b>Contract type</b>	Permanent
<b>Hours</b>	35 hours per week (Monday-Friday)
<b>Salary</b>	£38,000-£42,000 per annum (neg)
<b>Job Reference</b>	728-252

## **Job Purpose:**

The Content Producer supports the mission of the Diocese of Westminster, helping to advance the Roman Catholic faith through the design and production of engaging multimedia content that aligns with the Diocese's communications objectives. By effectively reaching and inspiring diverse audiences through a unified message, this role will amplify engagement across digital, print, and traditional platforms.

## **Principle duties and responsibilities**

- Collaborate with the Head of Communications to develop and implement a comprehensive design language and content plan that expresses the Catholic faith while effectively engaging and addressing the diverse needs of our audience.
  - Use the Adobe suite and other digital tools to produce engaging and professional audio, visual, and video content for key Diocesan projects across digital media, major campaigns and publications including Annual Accounts, Diocesan Yearbook, pilgrimage booklets etc.
  - Lead the creation of innovative and engaging design for major campaigns and high-profile projects, ensuring quality, consistency, and adherence to branding guidelines.
  - Support Diocesan, Caritas, and Cathedral Communications Officers by providing creative templates, expert guidance, and training to elevate their design capabilities and enhance their communications impact.
  - Provide creative and technical guidance to parishes on enhancing their communications.
  - Stay updated on trends in digital storytelling and multimedia production, integrating best practices to improve engagement.
  - Work with the Head of Communications to manage resources for content creation, including freelance suppliers, to ensure high-quality and cost-efficient deliverables.
  - Evaluate and recommend tools, software, and resources to improve the efficiency and quality of creative workflows.
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## **Our Diocesan Values**

Catholic social teaching covers all spheres of life, whether this is economic, political, personal or spiritual. At the heart of Catholic social teaching are principles and the four ethical values of love, truthfulness, justice, and freedom.

As the administrative support function of the diocese, here to serve our parishes, agencies and schools it would be out of step if we did not hold similar values.

We believe that for us to succeed we aspire to be person centered and place human dignity at our centre. We strive to take a holistic approach to the development of our people so that we may better serve the functions of our church.

Our core values are **Competence, Reliability, Honesty, Perseverance & Love.**

### **Competence**

We strive to achieve total competence in all that we do – as an employer and as the administrative support function to our parishes, agencies and schools we are committed to developing and maintaining our knowledge, our skills and our expertise at the highest level required to benefit those that we serve.

### **Reliability**

Because our parishes, agencies and schools rely upon us to support them in the work that they do, we aspire to deliver with consistency excellence in service. We can be depended upon to deliver on commitments and promises and make the lives of those we support more rewarding.

### **Honesty**

We will act with integrity, truthfulness and straightforwardness at all times. We will challenge when appropriate and act with fairness and transparency at all times. If we make an error, we will own that mistake and can be trusted to make it right. We will be authentic in our passion for the support we provide to our parishes, agencies and schools.

### **Perseverance**

We shall always demonstrate a steady persistence in every course of action – we will be tenacious disciplined and committed. Our collective perseverance speaks to continuing to provide support and service even when faced with difficulties and challenge. We shall be persistent in our pursuit of continuous improvement and excellence and will demonstrate determination, tenacity and integrity in everything that we do.

### **Love**

We will demonstrate our love through the dedication and devotion we extend to all our parishes, agencies and schools. We will consistently act with empathy, understanding and passion – we will value each other and celebrate colleague's success; we will support, provide care and compassion for those who need it and be relied upon to be competent, reliable & honest.

**Person specification:**

This section outlines the things you will need to be able to demonstrate to be a successful in your role. We expect that you will work to our shared values in everything you do. In addition to our diocesan values, you will also need to be able to demonstrate the following areas.

<b>Competencies</b>	<b>Essential/ Desirable</b>
Excellent written and editing skills, with a keen eye for detail and accuracy, and the ability to communicate complex ideas in an accessible and compelling way.	E
Excellent organisational skills, able to manage multiple priorities effectively.	E
Strong communication and interpersonal skills, with the ability to collaborate across teams and guide non-designers.	E
A team player who can work collaboratively while also taking initiative on projects.	E
Ability to lead the creative direction of campaigns and projects from concept to completion.	E
<b>Experience</b>	
Proven experience in a creative design role, preferably within a communications or media environment.	E
Strong portfolio showcasing expertise in digital and print design, branding, and multimedia content.	E
Experience working within a faith-based, non-profit, or charitable organization.	D
Knowledge of UX/UI principles and best practices for digital platforms.	D
<b>Technical Skills</b>	
Strong command of Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects) and other multimedia tools for producing high-quality audio, visual, and video content.	E
Proficiency in WordPress, including website maintenance, content updates, and design customization.	E
Experience in audio recording, editing, and publishing.	E
Basic experience in filming and video production, including knowledge of cameras, lighting, and editing techniques.	E
Understanding of basic coding (HTML/CSS) for website maintenance.	D
Experience in animation or motion graphics.	D
Advanced skills in video production, including directing, editing, and sound design.	D
Familiarity with live streaming platforms and digital broadcasting.	D
<b>Other</b>	
A commitment to them mission and values of the Diocese of Westminster	E
A desire and commitment to work for the Catholic Church	E
Basic understanding of the Catholic Church and its structure	D