



# Diocese of Westminster

<b>Job Profile</b>	Content and Digital Officer
<b>Department / Parish / Agency</b>	Communications Office
<b>Reporting to</b>	Head of Communications (Task Management by Content and Creative Manager)
<b>Cost Centre</b>	252
<b>Location / Address</b>	Vaughan House (work around the Diocese as required)
<b>Management of</b>	n/a
<b>Contract type</b>	Permanent
<b>Hours</b>	35 hours per week (weekend and evening work as required)
<b>Salary</b>	£30,000 – £32,000 per annum (dependent on experience)
<b>Job reference number</b>	856-252

## **Job Purpose:**

The Content and Digital Officer supports the mission of the Diocese of Westminster, helping to advance the Roman Catholic faith by producing engaging, mission-aligned multimedia content that communicates the life and work of the Church. Through creative storytelling and effective use of digital, print and traditional platforms, the role helps reach and inspire diverse audiences and strengthen engagement with diocesan initiatives.

## **Principal duties and responsibilities:**

- Work to clear briefs, brand guidelines and editorial direction, supporting the delivery of campaigns and content plans across the accounts and channels for the Diocese of Westminster, Caritas Westminster and Westminster Youth Ministry.
- Capture, produce and edit high-quality multimedia content including video, photography, graphics, articles and social media posts, optimising outputs for different audiences and channels.
- Assist with publishing and scheduling content across diocesan digital channels, including community management and basic performance reporting.
- Support studio, location and event-based production, including equipment setup and basic technical operation.
- Assist in developing and maintaining the diocesan digital asset library and media archive.
- Compile, format, and distribute e-newsletters.
- Support campaign managers by contributing creative ideas and drafting content aligned with diocesan communication objectives.
- Monitor current trends in digital storytelling, multimedia production, and design, applying relevant insights to diocesan content.

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## **Our Values**

Catholic social teaching covers all aspects of life, whether economic, political, personal or spiritual. At the heart of Catholic social teaching are the four ethical values of love, truth, justice, and freedom.

We are person-centered and so we place human dignity at the heart of all that we do. 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 and Love.**

**Competence**

We strive for excellence by continually developing the knowledge, skills, and expertise needed to best support our parishes, agencies, and schools

**Reliability**

We deliver consistent, high-quality service and can be trusted to fulfil our commitments, making a meaningful difference to those we serve.

**Honesty**

We act with integrity, fairness, and transparency. We build trust by taking responsibility for our actions, admitting mistakes, and committing to making things right.

**Perseverance**

We remain resilient, even in the face of challenges. We are committed to continuous improvement and show determination, tenacity, and integrity in all we do.

**Love**

We show our love through dedication to our parishes, agencies, and schools. We act with empathy, value one another, celebrate success, and offer care and compassion to those in need.

**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>
<b>Excellent Communication Skills:</b> Able to communicate clearly and effectively, demonstrating kindness and respect towards all people serving the Diocese i.e. employees clergy contractors etc.	E
<b>Excellent Organisational Skills:</b> able to manage multiple deadlines and maintain attention to detail	E
<b>Collaborative Teamwork:</b> Proven track record of working effectively in teams, contributing ideas, and supporting others, and building positive relationships while also being able to take initiative and work unsupervised when necessary	E
<b>Problem Solving:</b> able to approach challenges creatively and make informed decisions under pressure	E
<b>Adaptability and Flexibility-</b> comfortable with change, able to identify challenges and implement thoughtful solutions and adjust to new priorities and processes when needed.	E
<b>Experience</b>	
Relevant experience in a similar role	E
Experience working within a faith-based, non-profit, or charitable organisation	D
<b>Technical Skills</b>	
Graphic design for digital using tools such as Canva, Adobe Express, Adobe InDesign, or Adobe Illustrator	E
Videography, with a working knowledge of at least one of the following video editing tools: CapCut, Edits, Adobe PremierPro, DaVinci Resolve	E

Social media management	E
The ability to write clear engaging copy for digital platforms, adapted for a range of different audiences	E
Photography	D
Audio production	D
<b>Other Requirements</b>	
Commitment to the mission and values of the Diocese of Westminster	E
Ability to demonstrate sensitivity and respect for diverse groups	E
A desire and commitment to work for the Catholic Church	D
Basic understanding of the Catholic Church and its structure	D