

# Digital Champion



## Role Description and Person Specification

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The Church of England is committed to promoting a safe environment and culture for children, young people and vulnerable adults. Anyone appointed to this role will be expected to work within the relevant safeguarding policies and procedures, and to attend all required safeguarding training.

## Role Description

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**Main purpose of the role** A champion of identified campaigns to help boost the visibility of the Cathedral, particularly via online social media channels and word of mouth.

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**What the role involves** You will be expected to:

- To escalate any negative or unanswerable comments to the Communications, Marketing & Events Officer or the Content and Social Media Assistant for a decision / response.
- To identify and highlight potential good news stories connected to the Cathedral and to follow these up.
- To promote the activities of Bradford Cathedral including; events, services, vacancies, opportunities, and other initiatives, based on information, text, images and guidance provided by the Communications, Marketing & Events Officer. This may include sharing information to local or specialist Facebook groups of which you are a member, tagging in potentially interested parties, and liaising with local 'influencers'.
- To work with the Communications, Marketing & Events Officer and the Digital Content & Social Media Assistant. To help share content and provide feedback, including the highlighting of new ideas or untapped channels, whether that's digital or otherwise.
- Ensure that personal data is stored securely.
- To attend an occasional update meeting – which may be online and / or in-person.
- To be a positive ambassador and champion of Bradford Cathedral, its vision, aims and objectives.
- Attend meetings for your support, guidance or supervision.
- Be aware of and comply with safeguarding and all other policies and procedures of the Cathedral so that everyone is safe
- Ensure the environment is safe for everyone involved.
- Know how to respond to and report any safeguarding concerns or allegations.

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**When and where you will be doing it**

This is a flexible role with no set hours

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**Disclosure and Barring Service check**

No DBS check is required.

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**To whom you will be responsible**

Philip Lickley

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**Safeguarding training requirements**

The following safeguarding pathways will need to be completed:

- Basic Awareness
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**Support you will be given** We provide a supportive and positive environment that ensures you enjoy your volunteering and that you are treated with respect and courtesy.

We will provide initial and ongoing training (including on social media, writing posts, and news story interviewing techniques), as well as guidance, example text, imagery, links et al to help you fulfil the key responsibilities.

We will be contactable if any queries or issues arise during your volunteering work

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## Person Specification

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**Knowledge, skills, experience, personal attributes, qualifications or other requirements**

This role requires someone who:

- Builds good relationships with tact and sensitivity
  - Has access to the internet and is confident using email
  - Has good administrative skills
  - Has good communication skills
  - Has good computer skills
  - Is an encourager, able to nurture skills in others
  - Is approachable and empathetic
  - Is punctual
  - Is willing to develop skills and to engage with training
  - Pays attention to detail
  - To be aware that you are representing Bradford Cathedral in this role
  - To be confident in using social media platforms and having access to said platforms. These include Facebook, Twitter, Instagram and LinkedIn
  - To be respectful of specific rules online, which may include those set out by Facebook groups that you may interact with, and to avoid issues of spam or repetition
  - To have strong communication skills, both verbally and in writing. To have confidence in speaking to a range of different people in an online environment
  - Treats everyone with respect and dignity
  - Understands and maintains appropriate boundaries of confidentiality
  - Works well as part of a team
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## Additional Information

The following information is relevant to **everyone** who has a role in the church.

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**Promoting a Safer Church** Everyone must read and have access to the Church of England's safeguarding policy statement entitled [Promoting a Safer Church](#).

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**Training** Everyone must undertake training that is relevant to the role. Most safeguarding training can be completed online via the Church of England's [Safeguarding Training Portal](#). However, face-to-face training will be provided to anyone who can't access the online portal.  
Safeguarding training needs to be refreshed every three years.

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**Policies and Procedures** Everyone must read and comply with any relevant policies and procedures that have been approved by the PCC.

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## Document Approval

This document was approved by Peter Gunstone on 20/06/2024.