

## **Social Media Content Producer (PT, freelance)**

Friends of Friendless Churches (FoFC) is a small charity with a big task: For the past 66 years, we've been rescuing, repairing, and campaigning for redundant historic places of worship all across England and Wales. Since 2020, we have significantly expanded our digital presence, especially in social media, and are now looking for a passionate and social-media-savvy digital content producer who can help us to build on this strong foundation, extend our reach further and support our marketing and fundraising goals.

In this freelance role you'll be creating content regularly for our social media channels (currently Facebook, Instagram, X, LinkedIn and YouTube), that will appeal to our existing and target online audiences. You'll write your own content in keeping with our organisation's voice, as well as adapting content and ideas from other team members.

You'll source and create images, videos, reels and other types of visual content that engages and attracts followers, and boosts awareness of our work. You will tailor and optimise content to maximise the impact in each channel.

You will be using several online platforms to schedule, monitor, respond to, and measure campaigns, and will bring your knowledge of other valuable tools and resources to the role, as well as staying up to speed with the latest developments in technologies and best practices.

You will work closely with the freelance Communications Consultant to plan campaigns and measure their effectiveness, ensuring that they are aligned with the organisation's wider communications strategy and integrated with our other communications, such as email, press releases and the website. You will also liaise with other staff, volunteers and trustees to develop content that aligns with the charity's current work and objectives.

As well as producing content you will also be the charity's main point of contact on social media and responsible for responding to comments and enquiries in a timely, friendly and helpful manner.

This role will be performed remotely, and it is expected that most of the hours will be worked during regular business hours, but the timing is flexible. As with all social media roles, it will be important to monitor content and interactions outside of regular business hours, and to intervene in an 'emergency'. There will be occasional meetings and events in our London office, and occasional optional opportunities to visit our churches (travel on these occasions is reimbursed).

This is an exciting opportunity to produce creative, compelling social media content for our highly engaged follower-base (89,000 and growing!) and to take our highly regarded social media programme to the 'next level'.

### **How to apply for this job**

Please send your CV and cover letter (max. two pages) to [office@fofc.org.uk](mailto:office@fofc.org.uk) by 5pm on Monday 29 January 2024. Preliminary interviews will be held online via Microsoft Teams in early February and then selected candidates will be invited to attend an interview at 70 Cowcross Street, London, EC1M 6EJ. If you have any questions about the role, please get in touch with our Communications Consultant, Clare Kirk, at the email address above.

## About the Friends of Friendless Churches

We are an independent, non-denominational charity which receives no government funding in England, and a modest grant in Wales. We have more than 60 buildings in our care, and we acquire more each year when they close. We believe that an ancient and beautiful church fulfils its primary function merely by existing. It is, in itself, an act of worship. These buildings are our greatest architectural and cultural legacy, shaping landscapes and lives for hundreds of years. They are the spiritual and artistic investment of generations, and they should survive for the benefit of future generations.

To find out more visit: [fofc.org.uk](http://fofc.org.uk).

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### **Job Description**

**Job title:** Freelance Social Media Content Producer

**Location:** Remote, with occasional attendance at our office in London for meetings; we regret that we are unable to accept applications from people resident outside of the UK

**Salary:** £15-£20/hour (depending on experience)

**Hours:** Up to 10 hours per week

**Reports to:** Freelance Communications Consultant (PT)

**Job purpose:** To create compelling social media content that engages and grows our audiences and contributes to our organisation's objectives.

### **Core Responsibilities**

- Create social media content several times per week throughout the year, including writing and editing posts as well as producing and editing multi-media visual content
- Edit and adapt content and content ideas from other team members
- Schedule social media content through our scheduling platform (Buffer) and address any technical issues that may arise during publishing
- Respond to comments and questions on our social media posts
- Report regularly on social media channel and campaign performance metrics and use data insights to make recommendations for our content strategy
- Work closely with the Communications Consultant and other team members to align social media content with other communications and broader objectives of the organisation

### **What we're looking for (training, experience & personal qualities)**

#### **Essential:**

- Extensive experience creating a variety of high-quality content on multiple social media channels, including video

- Deep understanding of all aspects of social media production and measurement, including the features and functions of different channels and the available metrics for tracking channels and campaigns
- Familiarity with a content publishing platform
- An awareness and interest in the latest developments in social media, as well as how social media is consumed by different audiences
- Outstanding writing skills — with the ability to write content that is stylish, accurate and appropriate to our audiences
- Experience with running paid social media campaigns
- Creative, curious and innovative
- Self-motivated initiative-taker, willing to learn new skills and solve problems independently
- Very detail-orientated and a stickler for accuracy
- A genuine passion for social media and a strong interest in our charity's work

**Desirable:**

- Knowledge of the historic environment, especially historic places of worship
- Prior experience producing social media content for a charity, heritage/arts organisation, or other membership-based service
- Experience with developing fund-raising campaigns
- Working knowledge of Google Analytics (GA4), in particular to track traffic from external sources
- Understanding of end-to-end tracking, and integration between marketing platforms such as CMS/CRM/publishing tools etc
- Experience with producing content for mobile apps or other mobile digital interpretation platforms
- Familiarity with Friends of Friendless Churches' social media accounts