



LONDON

POSITION DESCRIPTION

Position Title: Head Of Digital

Date of Issue:	N/A	
Department:	Communications	
Responsible to:	Head of Communications	
Direct Reports:	None	
Location:	Putney Office / Central	
Type of Position:	Status:	
<input type="checkbox"/> Tue-Fri & Sunday <input checked="" type="checkbox"/> Mon-Fri	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Casual	<input type="checkbox"/> Fixed-Term <input type="checkbox"/> Intern
Description:		
<p>The Head of Digital is responsible for the digital strategy of Hillsong UK, with the goal of communicating effectively to the church through a range of digital mediums. The Head of Digital must be able to demonstrate understanding of how information is communicated and experienced through digital interactions, and how these interactions fit into the overall communications strategies of Hillsong UK. The role is responsible for the optimisation of all digital platforms.</p>		
Summary of Responsibilities:		
<ul style="list-style-type: none"> • Develop a digital communications strategy for Hillsong UK, including web, social media, email and other digital content delivery platforms, that fits within the overall communication strategies • Understand audience for communications and be able to input into strategy based on this understanding • Ensure any content produced for digital platforms is appropriate and effective • Provide management and maintenance of digital platforms, including website and social media • Specifically, responsible for Hillsong UK website, including high levels of understandability, ease of user interaction and accuracy of information • Develop team, including staff and volunteers, to be able to provide ideas, content and support to digital activity • Provide analysis and data for digital interactions, being able to recommend action based on analysis • Provide expertise and current information on digital trends, proposing new and innovative ways to presented digital content in line with trends and audience needs and preferences. 		
Profile / Skills / Qualification:		
<ul style="list-style-type: none"> • 2+ years of relevant marketing experience with specific experience in managing digital communications including social media, email, etc • Experience in writing and overseeing content creation • High level of understanding of popular social networks — design, functionality, users, analytics • Experience with content strategies • High level of time management & ability to work under pressure • Experience managing social accounts with a substantial • Degree level qualification desired but not essential • Excellent written communication skills with proven ability to write content and create presentations 		

* Additional tasks and responsibilities may be assigned by your Department Head as required from time to time.

GENERAL POSITION REQUIREMENTS

1. General Responsibilities

You the employee must:

- a. Devote the whole of your time, attention and skill during normal business hours, and at other times as reasonably necessary, to your duties.
- b. Faithfully and diligently perform the duties and exercise the powers consistent with your position as assigned to you from time to time;
- c. Comply with all lawful directions given to you by any person duly authorised from time to time;
- d. Use your best endeavours to promote and enhance the interests, welfare, business, growth and reputation of the Church;
- e. At all times act to a high standard of professional behaviour;
- f. Not act, or be seen to be acting, in conflict with the best interests of the Church;
- g. Contribute to the Social Life / Community of Church.
- h. All Staff host a Connect Group.
- i. Contribute to the 'Sunday experience'.
- j. Commit to developing and investing in leaders and team.
- k. Actively invest in Personal Development

2. Character and Personal Qualifications

Being a staff member of Hillsong Church London, the following are necessary:

- a. Relationship and commitment to Jesus Christ;
- b. Total commitment to Hillsong Church and its vision;
- c. Total commitment and loyalty to the leadership of Hillsong Church, and ability to work in a team environment;
- d. Spiritual maturity consisting of a pleasant, forgiving, non-judgmental, but assertive manner.
- e. Initiative.
- f. Confidentiality.
- g. Ability to work under pressure and remain calm.
- h. Ability to meet deadlines (may involve working outside normal hours).
- i. Ability to communicate effectively with all levels of team, members of congregation and general public.

ONGOING VISION

Hillsong Church with its broad vision will continue to grow and expand. Anyone accepting a staff role must understand that "ongoing change" will always be a part of this Church, and therefore must be flexible, open to challenge and willing to move and grow with that ongoing vision.