



## SALISBURY DIOCESAN BOARD OF FINANCE

### Job Description and Person Specification

<b>JOB TITLE:</b>	<b>Growing Younger Enabler (Digital Engagement &amp; Youth Voice)</b>
<b>TEAM:</b>	Mission, Ministry & Church Buildings – Growing Younger Team
<b>DURATION</b>	Full-time (initially 3 year fixed term, with potential to become permanent)
<b>LINE MANAGER:</b>	Head of Growing Younger (LM) (with dotted line to Digital Engagement Officer)

#### JOB PURPOSE

Rooted in the diocesan vision “*to Make Jesus Known in every place so that all may flourish and grow*,” this post plays a key role in helping the Diocese of Salisbury grow a younger and more diverse church.

The Growing Younger Enabler (Digital Engagement & Youth Voice) will:

- Expand the Diocese’s digital engagement with children, young adults, and the missing generations especially through TikTok and other social platforms.
- Co-create high-quality online content with young people that shares the Christian story in creative and authentic ways.
- Champion and enable the voice and leadership of children and young people, ensuring their perspectives shape diocesan life and mission.

This role would particularly suit a young person at the beginning of their career who is creative, digitally confident, and passionate about helping the Church connect with younger generations. The Diocese will invest in the postholder’s professional development, including the possibility of sponsoring them on an appropriately accredited course.

#### DUTIES AND RESPONSIBILITIES (insert main accountabilities as headers; followed by responsibilities)

##### **Support the Implementation of the Growing Younger Strategy (20%)**

- Work closely with the Head of Growing Younger to deliver and embed the diocesan Growing Younger strategy, ensuring alignment with the diocesan vision.
- Act as a bridge between diocesan initiatives and local contexts, helping parishes, schools, and communities access resources and support.
- Gather, evaluate, and share learning from across the diocese to inform and strengthen the Growing Younger programme.
- Celebrate creative and contextually rooted expressions of mission, ensuring strategy influences the wider life of the diocese.



## Digital Mission and Content Creation (50%)

- Lead on developing and expanding the diocesan TikTok channel and related digital platforms.
- Work collaboratively with young people to co-produce content that reflects their voices, questions and faith journeys.
- Support parishes, schools and Mission Hubs to develop creative digital approaches to engaging children and young people.
- Monitor engagement analytics to inform ongoing development and ensure measurable impact.
- Support the Diocesan Digital Engagement Officer to create campaigns and digital storytelling that connect with the “missing generations.”
- Champion the creative use of digital platforms for engagement, discipleship, and communication with digital-native generations.
- Equip churches to develop hybrid models of worship, discipleship, and community building that include and reach younger people.
- Collaborate with other teams in the DBF to provide Growing Younger Themed content on Optra (the Diocesan Learning Hub).

## Children and Young People's Voice and Leadership Development (30%)

- Build on the Youth Voice Audit and Roadmap to establish clear and accessible ways for young people to influence diocesan decision-making.
- Develop practical opportunities for youth leadership and participation (e.g. youth councils, takeovers, reverse mentoring, and youth-led media).
- Ensure diverse and inclusive participation, empowering voices from all backgrounds and experiences.
- Work with the Growing Younger team to identify and train young leaders across the diocese.

This document indicates the general level of responsibility and overall aims/outcomes of the position. The above is not an exhaustive list of activities and responsibilities. You will be expected to perform relevant activities, as necessitated by your role, to meet the aims and the overall objectives of the organisation.

## ADDITIONAL INFORMATION

The role requires a high level of confidentiality and will involve dealing with sensitive data which at times has the potential of having an emotive impact on the reader.

The post holder must always undertake activities in accordance with legislative and regulatory requirements.

The post holder must always carry out their responsibilities with due regard to the DBF Equal Opportunities Policy and be vigilant in complying with Health & Safety regulations to maintain a safe and secure working environment.

In addition, the post-holder will need to occasionally be able to travel within the diocese and be available to attend events outside normal working hours on a “time off in lieu” basis.



## Person Specification

Attributes	Essential	Desirable
<b>Qualifications &amp; Training</b>	<ul style="list-style-type: none"><li>• A creative and digitally confident individual eager to learn and develop new skills.</li><li>• Good general education (e.g. GCSEs or equivalent).</li><li>• Willingness to undertake relevant training or a professional qualification funded by the Diocese</li></ul>	<ul style="list-style-type: none"><li>• Qualification, training or demonstrable experience in media, communications, youth engagement, or digital content creation.</li><li>• Basic understanding of Christian faith or experience in a church/community setting.</li></ul>
<b>Experience</b>	<ul style="list-style-type: none"><li>• Experience of creating or contributing to content on TikTok, Instagram, or similar platforms.</li><li>• Experience of working collaboratively with others, especially with peers or young people.</li><li>• Some experience of volunteering, youth participation, or creative media projects</li></ul>	<ul style="list-style-type: none"><li>• Experience of church, school or community-based youth work.</li><li>• Experience supporting projects that promote young people's voice and leadership.</li></ul>
<b>Competencies &amp; Behavioural requirements</b>	<ul style="list-style-type: none"><li>• Creative thinker with strong communication and storytelling skills.</li><li>• Basic skills in filming, editing or digital content creation.</li><li>• Understanding of youth culture, digital trends and online engagement.</li><li>• Good organisational and time-management skills.</li><li>• Committed to safeguarding and inclusion.</li><li>• Enthusiastic, curious and open to learning.</li><li>• Collaborative team player with initiative and creativity.</li><li>• Comfortable using digital media and social platforms.</li><li>• Passionate about amplifying young people's voices.</li><li>• Willingness to work flexibly, including occasional evenings and weekends.</li></ul>	<ul style="list-style-type: none"><li>• Active Christian faith and alignment with the diocesan vision and values.</li></ul>
<b>Professional Development</b>		
<p>The Diocese will invest in the postholder's growth by:</p> <ul style="list-style-type: none"><li>• Providing mentoring, coaching and ongoing supervision.</li><li>• Sponsoring an accredited or vocational training course in a relevant field (e.g. digital media, youth work, theology or creative mission).</li><li>• Offering opportunities to contribute to wider diocesan initiatives, leadership development and national networks.</li></ul>		

**Employee Name:**

**Signature:**

**Line Manager Name:**

**Signature:**

**Tel: 01722 411922**

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