Carmelite Priory
of St John of the Cross

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Journalist/ Social Media Story-Teller

We are friars who dedicate our lives to prayer and the ministry of spiritual formation and guidance. We run a retreat centre at Boars Hill which is on the outskirts of Oxford since the house was purchased in 1961. A lot of our work involves publication and media production.

The core of Carmelite spirituality is a journey of the heart. The Carmelite way of life is a prophetic vocation of living in the presence of God and a life of union and then going forth and bearing witness to Him in the life of apostolic activity. We know the treasure of a life focused on God and want to help others get to that place.

Overall purpose of the job

We are seeking a creative, digitally skilled, and adaptable journalist. You will listen to the stories of people we minister to as well as help us communicate our work to help people engage with what we do.

You will be passionate about digital storytelling, hard-working, inventive, and original and enjoy presenting stories across multiple medias.

You will also be immersing yourself in social media, developing relationships and understanding what people are seeking in their relationship with God to allow the friars to develop programmes and offer events to meet the need.

A big part of your job will be utilising the archived video content, programmes and media to be made more readily available in various formats such as, blog, vlog, free videos, posts, quote books, cards, etc.

You will be

1. Overflowing with ideas on how to promote the work the friars do and Carmelite Spirituality on digital platforms
2. A digital native, with a love of digital storytelling
3. Proactive in work and versatile in finding solutions
4. Interactive with audiences and using hypertext for audience convenience and interest
5. Driven to succeed using the digital analytics tools at your disposal
6. Sensitive to fast paced environment in media whilst reflecting peaceful way of life of contemplatives
7. Sympathetic on promoting deeper prayer life, Carmelite Spirituality and with views above
8. Creative flare and an eye for detail

Responsibilities

1. Develop digital and printed media for archived courses and programmes.
2. Manage the website including writing content, regular updates to content and functionality, ensure search engine marketing is optimised to achieve full potential.
3. Assist in assembling and issuing a monthly E newsletter, encouraging contributions from staff and other key stakeholders.
4. Manage our social media presence with the aim of reaching an increasingly broad audience and engaging existing and potential supporters through social media. Serves as the voice of CACS on various social media platforms, creating and delivering a social media strategy and content calendar that provides an online marketing presence with relevant/tailored content to targeted, segmented, audiences, utilizing specific channels while also engaging in an online dialogue, responding to queries, concerns, and direct mentions.
5. Proactively approach colleagues, attendees on courses and partners to collect stories on the of our work and how this is impacting peoples lives to include in the newsletter and for online and digital media.
6. Measuring and reporting on the performance of all digital marketing campaigns (we hope to implement this at a later date).
7. Works with the CACS management team to carefully plan and review project designs.
8. To undertake any other reasonable additional duties as required by the Carmelite Priory or as inspired by your own work with the friars consent.

Person Specification

- Excellent written communication and an ability to build strong relationships with a wide range of people and using the voice preferred for each channel/platform.
- Good data analysis skills, with the ability to interpret data to develop stories and content.
- Computer literate, especially in the use of Microsoft.
- Technical design skills, from the design features in Word and PowerPoint through to Photoshop, video-editing and design programmes. (Desirable)
- A good working knowledge of WordPress. (Desirable)
- Basic knowledge of HTML/CSS a plus. (Desirable)
- Experience of growing engaged, opted-in audiences on social media channels especially Facebook, Instagram, Twitter, etc. (Desirable)
- Problem solving attitude and skills.
- Reliable and self-motivated team player.
- 1-2 year of work experience in related field or an equivalent combination of education, training, and experience.
- Experience with A/B testing, data analysis and reporting or ability to think strategically and optimize work based on data analytics. (Desirable)
- Ability to work under pressure and meet deadlines, iterate swiftly, and handle multiple projects. Good project management skills are necessary.
- Knowledge on social media, marketing, publications, technologies, and innovative trends with an eye in particular to what other spirituality centres, Catholic and other Christian organizations are doing.
- Displays initiative, is alert for and quick to seize opportunities to raise skills and/or contribution to CACS and actively seeks out ways to practice and continually improve the required skills or knowledge.
- Attention to detail – including editing, proofreading, grammar, spelling, and punctuation skills.
- Bachelor's degree in in Journalism, Digital Marketing, Marketing, Communications, Business or a related field. (Desirable)

Terms and Conditions

Reporting line:	Centre of Applied Carmelite Spirituality Director
Remuneration:	Competitive depending on skills and experience.
Hours:	40 hours a week with occasional evening and weekend duties. The Carmelite Priory is currently operating a hybrid working pattern.
Contract:	Full-term contract.
Location:	Boars Hill, Oxford. Remote working possible with some travel to Boars Hill needed on occasion.

To apply:

1. Send your CV along with a covering letter demonstrating your fit for the position based on your experience, accomplishments and skills
2. Include the names and contact details of two referees one of whom should be your latest employer or education tutor. References will not be taken up without your permission.

Please email your application marked **"Journalist/ Social Media Story-Teller application"** to kate.preston@carmelite.org.uk

Closing date: midnight 31 May 2022.

Please note we will close this vacancy earlier should we receive enough suitable applications.For more information about the Carmelite Priory, please visit https://www.carmelite.uk.net/

Carmelite Priory, Chilswell Ln, Boars Hill OX1 5HB
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