



## Digital Development Worker

Funding for a full-time role until July 2026, potential to extend.

<b>Hours of Work:</b> 37.5 hours per week. Full-time, flexible working as required. This is a full-time role, which can be worked as a job share or worked flexibly during term time. Occasional evenings and weekend work	<b>Holiday Entitlement:</b> 20 days plus bank holidays and discretionary days.
<b>Salary:</b> £26,500 - 30K Depending on qualifications and experience	<b>Line Manager:</b> Lay Chaplaincy Co-ordinator

### Job Profile

This is a dynamic and evolving role, responsive to synodal and digital trends, serving the young people of the Archdiocese of Birmingham. This is a fixed term contract with funding available until July 2026. This is a full-time role which can be worked flexibly, with an option for some time to be spent working from home.

Start date : as soon as possible but ideally July 2025

### Key Responsibilities

#### **Strategy**

- Creating a welcoming and hospitable online environment
- With support from the KYT Leadership, to be responsible for the development and implementation of the KYT strategy for marketing, communication and digital ministry.
- Produce and publish video content to enthuse, evangelise and form young people across the Archdiocese.
- To ensure that our digital content is in line with our inclusion and diversity policy.
- In response to the Synod and in collaboration with other staff this role will focus on increasing faith literacy, mental health and well-being and formation of young people and young adults (16+)

### **Digital Resource and Content creation**

- Digitally tell the story of our faith in a compelling way that encourages young people to explore their relationship with God
- Create resources for formation to intellectually engage and challenge young people and young adults in a pastorally sensitive way.
- Create digital resources that can be used across the four strands of KYT for youth groups, retreats, training, sacramental preparation and to support young people in their journey of faith.
- Produce and publish video content to enthuse, evangelise and form young people across the Archdiocese.
- To have responsibility for digital ministry resources and equipment.

### **Communications and marketing**

- Develop our social media platforms to engage the young people of the Archdiocese by ensuring that all content is cutting edge and culturally relevant.
- To be present at some key KYT events and pilgrimages, digitally documenting and sharing the story.
- To be responsive to analytical insights of social media and website engagement
- To curate high quality and diverse social media posts ensuring timely scheduling and effective promotion of events and opportunities.
- Develop promotional material for digital and print as a part of the KYT communications strategy
- To train key staff on the use of the range of digital marketing and communication channels, including social media and the website.
- To have oversight of the KYT website, ensuring it is up to date, relevant and in line with KYT's branding.
- To support key staff in developing communication for KYT key priorities such as; Team promotion, World Youth Sunday and events.