



Social Media & Content Producer

Responsible to:

Marketing & Communications Manager

Summary of Post:

Part of the Cathedral's Marketing and Communications team, the Social Media & Content Producer will lead the creation and delivery of engaging organic and paid social media activity to grow audiences, increase visitor numbers, strengthen brand visibility, and deepen engagement with Canterbury Cathedral across digital platforms.

We are seeking a creative and digitally-savvy storyteller to lead Canterbury Cathedral's social media presence and produce compelling multimedia content that grows audiences, increases engagement and brings the Cathedral's stories to life for diverse audiences worldwide.

The role will be responsible for producing high-quality multimedia content including video, photography, written copy and short-form social content, ensuring that Cathedral stories, events, worship, heritage, community activity and visitor experiences are communicated in creative, accessible and platform-appropriate ways.

Working collaboratively across departments, the postholder will support organisation-wide campaigns, audience development initiatives and commercial objectives, while ensuring all content reflects the Cathedral's brand, values and reputation.

PRINCIPAL TASKS

- Lead the day-to-day management and growth of Canterbury Cathedral's organic social media channels, including Instagram, Facebook, TikTok, LinkedIn, YouTube and emerging platforms
- Plan, create and schedule engaging social media content that supports organisational priorities including visitor growth, events, worship, fundraising, heritage storytelling and audience engagement
- Produce high-quality digital content including photography, video, reels, interviews, behind-the-scenes content and short-form storytelling for use across digital channels
- Lead the delivery and optimisation of paid social media campaigns to support key marketing objectives including ticket sales, visitor growth, campaigns, fundraising and recruitment activity
- Monitor, analyse and report on social media performance, paid campaign effectiveness and audience insights, using data to drive continuous improvement and inform future content strategy
- Ensure all content aligns with the Cathedral's brand strategy, tone of voice and visual identity, maintaining consistency across all digital platforms
- Work collaboratively with internal teams including Visits, Events, Liturgy, Education, Fundraising, Retail, Visitor Experience and Music to identify and develop compelling stories and campaign opportunities

- Support the promotion of Cathedral events, seasonal campaigns and special projects through innovative digital storytelling and audience-focused content
- Build and maintain strong relationships with external agencies, creators, media partners and influencers where appropriate
- Assist with reputation management across social channels, responding appropriately to public engagement and escalating issues where necessary
- Champion accessible, inclusive and audience-focused communication across digital channels to help diversify and grow Cathedral audiences
- Stay informed on emerging social media trends, platform developments and best practice to ensure the Cathedral remains innovative and competitive within the cultural and visitor attraction sectors
- Support internal communications through the creation of digital content and campaign assets where required
- Ensure GDPR, safeguarding, copyright and licensing requirements are adhered to in all content production and publication
- Carry out any other reasonable duties as requested by Canterbury Cathedral

PERSON SPECIFICATION

Essential:

- Experience managing social media channels for a brand or organisation
- Strong content creation skills including photography, video editing and copywriting
- Experience delivering paid social media campaigns
- Strong understanding of platform-specific content strategies and audience engagement
- Experience using analytics and reporting tools to evaluate campaign performance
- Excellent organisational and communication skills
- Ability to manage multiple projects and deadlines effectively
- Understanding of brand management and digital marketing principles

Desirable:

- Experience within heritage, arts, tourism, charity or faith sectors
- Experience using Adobe Creative Suite, Canva or equivalent editing software
- Understanding of visitor attraction marketing
- Experience working with influencers, creators or media partnerships
- Knowledge of accessibility and inclusive communication best practice

Canterbury Cathedral is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All post holders and volunteers are expected to share this commitment.

