



**URBAN
SAINTS**



Digital Content Producer
Job Information Pack



**The vision of
Urban Saints is
to see young
people
everywhere
walking with
Jesus.**

Urban Saints equips youth leaders with everything they need to disciple young people everywhere.

Through relevant training, high-quality resources, and a community to be supported and encouraged, we help leaders grow in confidence as they share Jesus - especially with young people who have no connection to church. Our vision is to see every young person given the opportunity to explore faith, wherever they are.



Purpose of the Role

The Digital Content Producer is responsible for leading Urban Saints' social media presence and creating engaging, platform-native content that grows our online audience, increases engagement, and drives traffic to our training, resources, and community offerings.

This is a socials-first role, with the majority of focus dedicated to social media content creation, community engagement, and short-form video. In addition, the role supports email and website content by improving visual presentation, imagery, and digital storytelling across these platforms.

From scroll-stopping social posts to engaging email visuals and website imagery, your focus is helping Urban Saints show up well, consistently, and creatively across digital channels.

Key Responsibilities

Primary focus: Social media and community engagement

- Create and publish engaging content across major social media platforms.
- Develop repeatable content formats and series that build recognition and consistency across platforms.
- Lead on short-form video (Reels, TikTok, Shorts), carousels, and platform-native formats.
- Write clear, engaging captions and copy that reflect Urban Saints' tone of voice and brand.
- Contribute ideas that shape editorial direction and strengthen Urban Saints' voice within youth ministry conversations.
- Actively manage and grow social media communities through daily engagement, including comments, messages, and interactions.
- Spot trends, formats, and opportunities early, and adapt them appropriately for our audience and mission.
- Work with the Marketing & Insights Lead to build audience engagement over time, improving likes, comments, shares, saves, and conversation – aligning content and engagement with campaign priorities and audience insights.

Digital content creation

- Create social graphics using brand templates and visual guidelines.
- Create digital assets using Adobe Creative Suite (Illustrator, Photoshop, or InDesign) alongside digital-first tools such as Canva and CapCut.
- Strong understanding of digital design principles, including typography, layout, and visual hierarchy.
- Film and edit short-form video content, including talking-to-camera pieces, testimonials, and campaign content.
- Use social media management tools (e.g. Buffer or similar) to schedule, publish, and manage content across platforms.
- Be confident on camera and help others feel comfortable contributing to video content when needed.
- Ensure all content is accessible, appropriate, and aligned with safeguarding best practice.

Key Responsibilities (continued)

Supporting digital channels (email and website)

- Support email and website content by creating and sourcing engaging imagery and digital assets.
- Support website content by improving imagery, layouts, and visual presentation.
- Create visual mock-ups of resources “in use” to help content feel clear, relevant, and inviting.
- Support the addition of digital content such as video testimonials or visual elements where gaps exist.

Collaboration and delivery

- Work with the Marketing & Insights Lead to align content with campaigns and priorities.
- Collaborate with the Communications Coordinator to plan, schedule, and deliver content consistently.
- Confidently interpret and apply Urban Saints’ brand identity, while creatively exploring formats and visual approaches that strengthen digital impact without diluting brand integrity.
- Manage your own workflow to meet deadlines and respond quickly to digital opportunities.
- Prioritise social media output while ensuring email and website visuals remain engaging and aligned.

The above list of job duties is not exclusive or exhaustive, and the post holder may be required to undertake other duties that reasonably fall within the nature of the role and responsibilities of the post. There will be occasional out-of-hours work required.





About You

Essential

- Proven experience creating and managing social-first content in a professional or ministry setting.
- A strong portfolio demonstrating carousel series, short-form video, and consistent brand-led digital content.
- Proven experience across Instagram, Facebook, TikTok, LinkedIn, and X, with particular strength in Instagram and short-form video content.
- Experience growing engagement and building digital communities.
- Strong copywriting skills for short-form digital content.
- Experience using social scheduling tools such as Buffer or Hootsuite.
- Confident using Adobe Creative Suite (particularly Illustrator, Photoshop or InDesign), alongside digital-first tools like Canva and CapCut.
- Able to interpret basic platform analytics and adapt content accordingly.
- Able to work within brand guidelines and visual identities.

Desirable

- Experience within the Christian, charity, youth, or education sector.
- Experience capturing content at live events (photo or video).
- Basic understanding of social analytics and engagement metrics.
- Familiarity with email platforms (e.g. Mailchimp).
- Understanding of accessibility in digital content.

About You (continued)

Personal approach

- Social-media savvy and genuinely enjoys being on digital platforms.
- Proactive, curious, and quick to spot opportunities.
- Comfortable engaging with audiences and building relationships online.
- Organised and able to manage multiple pieces of content at once.
- A quick learner, and able to hit the ground running.
- Collaborative and open to feedback.



Job Title: Digital Content Producer
Department: Communications
Responsible to: Head of Communications
Terms: Permanent
Salary: £29,500 - £32,000 (depending on experience)
Location: Hybrid (primarily home-based, with travel as required)
Hours: Full time - 37.5 hours per week
Start Date: As soon as possible

Christian Ethos This post is subject to an Occupational Requirement that the post holder is a committed Christian under Part 1 of Schedule 9 to the Equality Act 2010. All applicants must be committed to the aims, ethos and values of Urban Saints.

Team Gatherings All full-time Urban Saints employees are required to attend two team residentials per year (one per term, 3 days/ 2 nights each).

DBS Check Due to the nature of this position, any offer of employment with Urban Saints will be subject to a satisfactory DBS check.

Benefits

- 25 days annual leave plus bank holidays (pro-rated for part time roles)
- Pension Scheme: we contribute 6% to the Urban Saints pension scheme.
- Life assurance: you will receive life assurance cover to the value of four times your annual pensionable salary.
- Eight volunteering days: you will have an opportunity to volunteer for one of our events or a similar charity of choice. (pro-rated for part time roles).

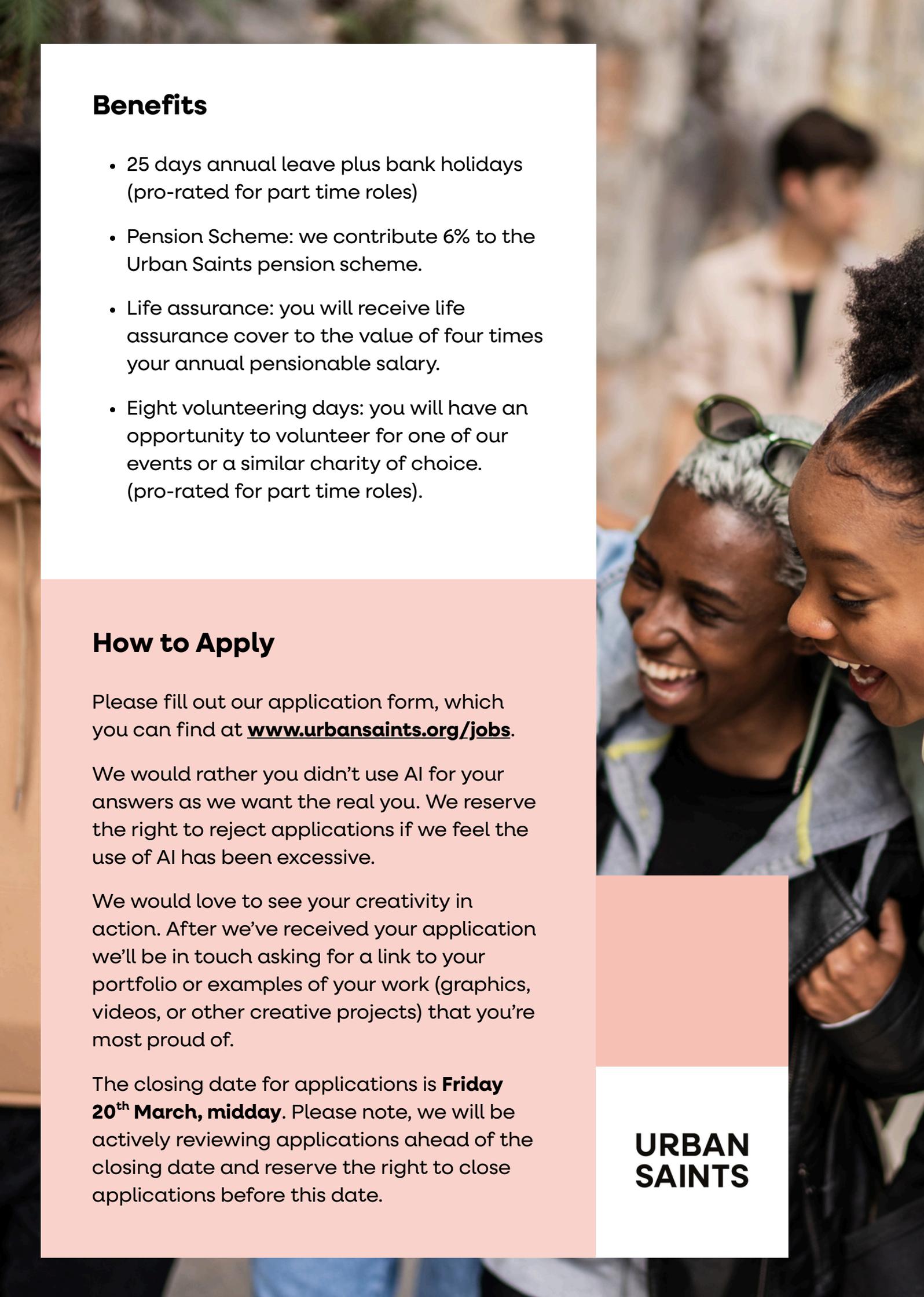
How to Apply

Please fill out our application form, which you can find at www.urbansaints.org/jobs.

We would rather you didn't use AI for your answers as we want the real you. We reserve the right to reject applications if we feel the use of AI has been excessive.

We would love to see your creativity in action. After we've received your application we'll be in touch asking for a link to your portfolio or examples of your work (graphics, videos, or other creative projects) that you're most proud of.

The closing date for applications is **Friday 20th March, midday**. Please note, we will be actively reviewing applications ahead of the closing date and reserve the right to close applications before this date.



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