

Contractor Role Specification for Print and Digital Content Creator and Publisher for the Benefice of Holy Trinity with St Augustine's, Upper Tooting

Anticipated to require 10 - 15 hours per month at £18 per hour.

Background

Holy Trinity Church on behalf of the Upper Tooting Benefice is seeking print and digital content services to develop and publish compelling and attractive content for two churches which are based in South London. The two churches work together, sharing ministers and some costs. They run similar types of service, but function largely independently of one another.

Holy Trinity Church, Tooting Bec

Holy Trinity is a vibrant and diverse church which runs a wide variety of social projects to meet the local needs of the parish in which we're set. Most worshippers live in the area immediately surrounding our church building, whose doors are open to the public daily. We have a considerable number of internal notice boards and some external ones on which we might advertise our services and events; these are on a popular bus/pedestrian route, and are visible to many passersby. The Church understands mission in broad terms, and currently runs weekly outreach groups as follows; Homeless Advice Cafe, Trinity Tots (Toddlers), Craft club drop-in, Thursday Club (for those with long-term mental and/or physical health needs), as well as a Badminton Club. It also offers monthly opportunities for Bible study, deepening in prayer, and social outings. Our congregation comprises people from a range of Christian traditions, but our Sunday morning sung Eucharist is best described as sacramental or modern catholic. We are developing a mission action plan, and our four current priorities are; Growing Friendship (strengthening pastoral work and developing social opportunities), Growing Faithful (discipleship and study), Growing Fruitful (mission, evangelism and pioneering), and Growing Family (a focus upon our offering to younger people).

St Augustine's Church, Tooting

St Augustine's is a close-knit and diverse church set in a small parish, whose worshipers mainly live at some distance from the building. The church aims to reconnect geographically with the parish by starting to begin a range of projects that will enable us to open the doors of the church, but the building is not visible from the high street and is located on a fairly quiet residential road. The church building is beginning to be open more during the week, but only when groups meet inside. External advertising is thus critical to our mission in the neighbourhood. We have one large external noticeboard for advertising events. The Church currently runs a weekly Thursday Eucharist and Bible Study, a Spanish Class and a Community choir. In addition, there is a monthly Lunch Club open to the community and a Sunday evening Service of Hope. Our Sunday morning sung Eucharist is best described as modern catholic.

Both churches' aims

The Benefice's aims are three-fold, to:

- 1) Scatter gospel seeds amongst children and youth
- 2) Plant gospel seeds through community initiatives
- 3) Water gospel seeds through mission and discipleship

Print publications

We require the timely creation of posters (for external poster board and internal church use), as well as cards, postcards, leaflets, banners and other offline content. We generate most of our publications using Canva to create engaging visuals which connect the church with the wider community, and which enable us to share the gospel, and promote church events and initiatives.

Annually, we require designs for approximately 40 different services and events for posters which are used internally and externally, as well as 3 different printed cards (Advent & Christmas, Lent & Easter, Harvest & Hallowtide); these are distributed to approximately 4,500 households across both parishes. We usually generate the same print copy for both churches, amending logos and dates/times as necessary, but often in different formats eg. A0 (landscape) posters for external boards, A3 (portrait) for internal boards, and A5 (portrait) for weekly distribution. This usually only requires one design, but it requires slight amendments if the landscape/portrait requirements vary.

The Content Creator and Publisher would need, with the Vicar, to develop an annual diary to enable timely planning in advance and avoid printing too close to deadlines.

An indicative list is outlined below:

Cards (A5 - folded to A6)	
Advent / Christmas cards (HT & StA - slight variations)	Good Friday craft service (HT)
Lent / Easter Cards (HT & StA - slight variations)	(Easter Egg Hunt - anticipated) (HT)
Harvest & Hallowtide cards (HT & StA - slight variations)	Charity Plant Sale (May time) (HT)
	Charity Quiz (May time) (HT)
Posters etc	
Children's events at Advent & Christmas (HT)	Ascension Day (HT & St A - variations)
Adult events at Advent & Christmas (HT)	Thy Kingdom Come (Asc > Pent) (HT)
Advent & Christmas events (internal) (HT & St A - different)	Corpus Christi (June) (St A)
Advent Saturday services / courses etc (HT)	Emancipation Sunday (early Aug) (St A)
Advent Carol Service (HT)	Summer BBQ (early Aug) (HT)
Advent Service of Hope (St A)	Charity Concert (Sept) (St A)
Advent Reflections / Confessions internal card (HT & St A)	Harvest Supper (Sept) (HT)
Christmas Fair (HT)	Harvest Festival (Sept) (HT & St A - variations)
Christingle Service (HT)	Generosity Week (Sept) (HT & St A - variations)
Carol Service (HT & StA - different)	Black History Month (HT & St A)
Crib & Pop-up Nativity Service (HT)	Wave of Light Baby Loss (Oct) (HT)
Watchnight (St A)	All Hallows' Eve Children (HT)
Spiritual MOT (internal - feast of circumcision) (both)	Hallowtide (general) (HT & St A)
Season of Lay Ministries (around Jan) (both)	
Epiphany Service (HT)	<i>General / One-off</i>
Epiphany Children's event (HT)	General "welcome" posters
Lent Groups / Courses (HT & St A - variations)	Community Consultation
Lent Confessions (both)	Community Choir (St A)
Combo Shrove Tue & Ash Wed (HT)	Church Choir (HT)
Shrove Tuesday Children (HT)	Craft Group (HT)
Ash Wednesday (HT & St A - variations)	Homeless Advice Cafe / Tots Group (HT)
Holy Week Poster (HT & St A - variations)	Spanish Classes / Lunch Club (St A)

The Benefice uses one national /online company to print paper/card copy (although local printing options are available); we similarly use one provider to print banners. The Content Creator and Publisher would be expected to obtain authorisation / sign-off and then order the posters/cards/materials according to the number specified and at a time/date to be agreed.

Designs would be shared and accessible in perpetuity on the Canva platform for users at both churches (to be specified). Designs should be accessible or edited by any church user with editing rights, and not restricted to the Content Creator and Publisher.

An approval process will be developed with the Contractor to agree print run quantities and ensure that all print designs pass through a church proof-reader to ensure that final designs are accurate and match church needs and requirements.

Digital content

Both churches publish events and content frequently on social media to Facebook, X (Twitter), BlueSky, Instagram and Threads. We undertake a limited amount of paid advertising. We seek to publish across platforms depending upon how the social media landscape develops. However, generating content across platforms involves a considerable amount of “tweaking” as each platform requires a slightly different shape of graphic to show images to their best effect. We use Loomly to time/launch this content, and so you would need familiarity with (or the ability to learn) this type of software.

We require our online and offline content to match so that our poster boards and leaflets match online copy, and thus there are approximately 40 different services and events for which we need to generate online copy across the two churches. We mainly generate similar digital copy for both churches, amending logos and dates/times as necessary.

We currently publish online content to both of our websites. St Augustine’s website is about to be relaunched. Both churches’ events are added to ChurchSuite, and this software will gradually power both of our websites, preventing the need for constant updating of the website. We make some use of MailChimp for children’s events, and some graphics will need to be created for use on it.

We anticipate that the Content Creator will create print/digital content, order offline copy for internal and external display (where possible) and publish it online on a variety of social media platforms. The role may evolve to include some uploading of content to both churches’ websites.

An approval process will be developed with the Contractor so that all digital designs pass through a church proof-reader to ensure that final designs are accurate and match church needs and requirements; any online advertising budgets for publishing material will similarly be agreed with the contractor in advance.

Working offsite

The work will be delivered offsite, but will require close communication and work with the church leadership of both churches, particularly the Vicar and lay ministers, but also others involved in operational work for either church. It will be necessary to liaise with the Benefice administrator from time to time. Occasional telephone calls or meetings via Zoom for catch-up may be necessary, but on the whole, the work will be requested by email/whatsapp.

Key skills

The delivery of these services will require:

Strong creative / design skills

Excellent ability to communicate rapidly and deliver to deadline

Proficiency in graphic design software (Canva)

Proficiency in online publishing software (Loomly)

Excellent written and verbal communication skills.

Excellent attention to detail

Knowledge of social media platforms and best practice

An understanding of church culture and values (ideally of the Church of England)

Ability to produce content to appeal to a diverse audience

Requirements

Prior to commencement we would require a CV, a portfolio showcasing your previous work, and a brief interview.

Closing date for application is 28 February 2025.