

About the National Church Institutions (NCIs)

The National Church Institutions comprises a wide variety of teams, professions and functions that support the mission and ministries of the Church of England in its vision to be a church, centred on Jesus Christ, for the whole nation - a church that is simpler, humbler, bolder.

This role will contribute directly to ensuring that the Church has strong and sufficient ministers who can enable the realisation of this vision.

We Include. You Belong.

Our Belonging and Inclusion Strategy aims for everyone in the National Church Institutions (NCIs) to feel that they belong, and are valued for who they are and what they contribute. Together, our people contribute in different ways towards our common purpose, whichever NCI they work in and whatever their background.

Living out our values in all that we do, we:

- Strive for **Excellence**
- Show **Compassion**
- **Respect** others
- **Collaborate**
- Act with **Integrity**

We believe our commitment to belonging and inclusion fuels our progress and drives us forward. The NCIs are a safe, inclusive workplace for people of all backgrounds and walks of life. We welcome applications from people of all faiths and of no faith. We want to encourage applications from a diverse group of people who share our values. Even if you have never thought about working for us before, if you have the skills and experience we're looking for then we would like to hear from you.

About the department

This role is located within the Church of England's National Communications Team, working very closely with the National Ministry Development Team.

The National Communications Team delivers the communications strategies for the Church of England nationally, oversees communications for the National Church Institutions (NCIs) and ensures coordination with the communications of the Archbishops of Canterbury and York. This role provides an excellent opportunity to work with a friendly, committed, good humoured,

professional, purpose driven and busy team who work on a varied and often fast-paced portfolio. We support the Church to contribute to national conversations on issues of social significance, fulfil its obligations regarding transparency and accountability, and the management of communications around complex issues facing the Church today.

The National Ministry Development Team supports and equips the life cycle of lay and ordained ministerial vocations across the Church from first vocational 'inklings' through discernment, formation, ongoing ministry and leadership development. In order to fulfil the Church's shared vocation to be a Christian presence in every community, and for the Church together to realise the aspirations of its Vision and Strategy for the 2020s, we need both to understand the ministry needs of the church and to offer a consistent, clear and inviting narrative to encourage more people, including those from the most diverse possible range of backgrounds, to consider whether they have a ministerial vocation.

What you'll be doing

The purpose of this role is to develop and deliver an effective Marketing, Communications and Engagement Strategy, primarily for the church audience, that will engage, inspire and influence all parts of the Church to contribute to a vocational culture where all people, of all ages and backgrounds, are encouraged and facilitated to consider the full range of ministerial vocations for themselves and others. The role holder will work with the National Vocations Team, Lay Ministries Team, Digital and Media teams and other NCI colleagues, external design and marketing suppliers and diocesan colleagues to communicate as widely as possible the ministerial needs of the church and the plethora of opportunities to discern, learn, grow and serve. The work will involve interaction with a wide range of stakeholders and the post holder will be expected to be the lead contact for communications engagement and marketing activity in this area.

MAIN DUTIES AND RESPONSIBILITIES

Develop and deliver a marketing, communications and engagement strategy

- Lead on the development and delivery of the Ministerial Vocations Marketing, Communications and Engagement Strategy ensuring:
 - communications are tailored and responsive to all stakeholders at the national, diocesan and local levels;
 - prioritisation and sequencing of activities for best impact;
 - key times and events in the church's calendar / academic year (e.g. Vocations Sunday, Petertide ordinations, lay ministry celebrations and commissioning) receive excellent coverage and attention.
 - realistically ambitious KPIs for engagement are set and monitored.
- Proactively identify and exploit PR opportunities for encouraging Ministerial Vocations.
- Based on the strategy, devise, maintain and deliver a plan and timeline for regular communications and campaigns. This will be a live document to be reviewed and updated regularly.

- Develop strong working relationships with NCI colleagues and stakeholders to gain understanding of the Church's ministerial needs and the various vocational pathways and development opportunities available. To include attending regular meetings of the National Vocations Team, National Communications Team and Diocesan Communications Officer Network;
- Ensure all elements of the strategy encourage and prioritise widening participation and recognition of Ministerial Vocations of people from the most diverse possible range of backgrounds and experiences;

Produce and/or commission excellent written and video content and updates

- Oversee the design and implementation of campaign-based marketing using both digital and traditional media to promote key themes and initiatives. Manage relationships with external suppliers and agencies (including designers and third-party advertisers as necessary) seeking value, consistency and excellence;
- Co-ordinate and contribute to the redesign of the Vocations area of the Church of England website;
- Curate a gallery of inspiring stories (written, digital, video) of ministerial vocations discovered and nurtured from across the church, from a range of traditions and backgrounds, building up a stock of usable images and content for communication;
- Source, tell, share and amplify good news relating to the Ministerial Vocations Strategy. Monitor press coverage and distribute key stories to internal contacts;
- Create high-quality, differentiated, internal and external-facing briefings and other resources to update all stakeholders and partners (including Bishops, governance bodies, NCI and diocesan colleagues and the wider church);
- Ensure a wide range of channels and media for communication are used to maximise audience engagement.

Co-ordinate events

- With members of the National Vocations Team, support the preparation and delivery of engagement events (online and onsite) including gatherings of Ministry Experience Scheme participants, specific vocational gatherings for younger adults, deaf, disabled and neurodivergent people and people of Global Majority Heritage.

Support and spotlight existing workstreams within the National Vocations Team

Specific tasks to include:

- Assisting with publicity for attracting participants to the Ministry Experience Scheme;

- Keeping the Vocations Website, the Ministry Experience Scheme Website and the Ministries Mentor Directory Websites up to date and accurate;
- Owning, scheduling and compiling the Renewing Ministerial Vocations Newsletter (currently quarterly) and the Ministry Experience Scheme Newsletter including responsibility for email client distribution lists;
- Compiling, distributing and analysing surveys to gather feedback and assess impact – particularly in relation to the Ministry Experience Scheme.
- Attending meetings of the Renewing Ministerial Vocations Group to advise on communications, marketing and engagement including preparing papers where necessary and reporting on KPIs.

Carrying out any other duties as reasonably required.

Your job description is intended to reflect your main tasks and areas of work but is not exhaustive. Changes may occur over time and you will be expected to agree to any reasonable changes to your job description that are commensurate with your banding and in line with the general nature of your post. You will be consulted about any changes to your job description before these are implemented.

About You

The Church of England is for everyone and we want to reflect the diversity of the community the Church serves across the whole country. Therefore, while of course, we welcome all applications from interested and suitably experienced people, we would particularly welcome applicants from UK Minoritised Ethnicities (UKME)/Global Majority Heritage (GMH) and other under-represented groups.

Essential

Knowledge/Experience

- Experience of working at a strategic level role in communications, marketing and engagement in a large and distributed organisation;
- Proven stakeholder management skills to manage competing demands, achieve outcomes and deliver initiatives to time and cost;
- Previous successful design and delivery of a communications, marketing and engagement strategy;
- Good knowledge of working practices, methodologies and software tools in communications including using newsletters, intranets, web content (including web editing), social media, print and other channels to engage and inform effectively;
- Experience of communications planning, monitoring and reporting;
- Project management experience;
- Experience and understanding of belonging, diversity and inclusion;
- Understanding of GDPR responsibilities.

Skills & Abilities:

- Engaging communicator with excellent written and verbal communication skills for a wide range of audiences;
- Able to adjust communications to the audience, enabling stakeholders to feel heard and able to participate;

- Ability to work independently, think ahead, manage time effectively, co-ordinate schedules with colleagues being mindful of competing tasks and deadlines ensuring effective collaboration;
- Ability to build and nurture relationships with colleagues and external partners, including senior leaders;
- Strong team-working skills;
- Excellent IT skills, with working knowledge of MS Office, MailChimp, Email client, Eventbrite, SurveyMonkey and other communications platforms and emerging technologies;
- Event management experience.

Personal Qualities

- A willingness actively to support the mission, values, ethos and traditions of the Church of England;
- Deep engagement with the goal of increasing the number and diversity of people engaging with the possibility of a Ministerial Vocation in the Church of England with the ability to speak and write authentically on this;
- Creativity, collaboration and innovation
- Flexible and open to alternative approaches to problem solving. Willing and able to generate ideas and suggest change;
- Able to remain calm and professional under pressure.

Desirable

- Understanding of the Church of England, its structures and role in society;
- Experience, knowledge and/or interest in Ministerial Vocations and an understanding of the challenges, joys and opportunities ministry brings;

Vacancy Summary

JOB TITLE:	Vocations Communications and Marketing Officer
NCI ENTITY:	Archbishops' Council
DEPARTMENT:	Communications
GRADE:	Band 3 Standard Point
SALARY:	£56,833
WORKING HOURS:	35 hours per week
PRIMARY OFFICE LOCATION:	Church House, Great Smith Street, London SW1P 3AZ
HYBRID WORK ARRANGEMENTS:	At least one day per week in the office, some travel within England required
SUITABLE FOR FULL HOMEWORKING:	<input type="checkbox"/>
HOMEWORKING REQUIRED:	<input type="checkbox"/>
CONTRACT TYPE:	Fixed-Term – Three Year
IS A DBS CHECK REQUIRED? IF YES, WHICH LEVEL	<input type="checkbox"/> Select level of DBS Check required
IS A FAITH-BASED GOR APPLICABLE FOR THIS ROLE?	<input type="checkbox"/>
ORACLE POSITION CODE:	8102682
COST CODE:	22013
PARENT POSITION:	Director of Communications