

# ROLE PROFILE FOR Senior Communications Manager

## 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.

### **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

The Church of England's Communications Team works to ensure the Church's priorities are communicated to a range of audiences, from staff at the National Church Institutions to clergy ministering across our Dioceses to the public engaging with us. You will work closely with colleagues in different teams across the national offices in Westminster, Lambeth Palace, and Bishopthorpe Palace to help deliver national initiatives, communicate our ambitious goals, and amplify diocesan projects. The team also works to implement the three priorities of the Church of England's Vision and Strategy.

## What you'll be doing

Our goal is to equip dioceses and churches with the information and tools they need to engage with and encourage people to access the services and resources that will help the local Church to flourish. Working within the small Internal and Stakeholder Communications team this role

plays a key role in maintaining and developing the working relationships between NCI teams and the diocesan communications network to achieve our goal. This role spans strategic and operational communications and is a highly visible role within the Church of England's communications network.

## **MAIN DUTIES AND RESPONSIBILITIES**

### **Stakeholder management**

- Be a trusted advisor and provide support to the chair and regional representatives of the Diocesan and Cathedral Communications (DC) Network to ensure that the Network are engaged with campaigns and briefed on matters affecting the Church at a national level.
- Administer the DC Network to maintain and further embed the close working ties between dioceses and the NCIs Communication department and other NCI teams.
- Devise and manage the ongoing programme of Continuous Professional Development (CPD) sessions for the DC Network ensuring that the programme is topical, relevant and uses high quality speakers and materials.
- Provide communications advice and support for the Vision & Strategy team to help promote resources for churches.

### **Events**

- Organise and facilitate monthly meetings of the regional representatives of the diocesan communications network.
- Manage a programme of weekly briefings and CPD sessions to ensure the DC Network are equipped with the knowledge and resources to engage local church leaders and worshipping communities. This includes setting the agenda, sourcing subject matter experts and maintaining high levels of engagement with the briefings.
- Plan and deliver one and two-day in-person events for the DC Network that address key challenges, emerging trends and best practices – one in Spring and one in the Autumn. This includes shaping conference programmes, identifying and booking speakers, venue booking, onsite event management, pre and post event communications and logistics, including event registration and payment.

### **Reports**

- Project manage the delivery of the annual report for the Archbishops' Council – a key publication for the Church. This includes agreeing content structure and management of input and sign-off with key stakeholders and governance groups; writing and editing, design, layout, and production; sourcing case studies and liaising with senior leaders and the Offices of the Archbishops; ensuring alignment with the Church's Vision and Strategy and compliance requirements; and management of a design agency.
- Project manage the publication of the pay gap reports for the NCIs. This includes drafting copy, fact-checking, working with an external design agency, and the sign-off process.

### **Campaigns**

- Plan and manage stakeholder marketing communication campaigns, that generate engagement with key Church initiatives, such as General Synod elections. This involves planning and creative content development for use across multiple comms channels, implementation and impact assessment.

- Working closely with the Vision & Strategy and Digital teams help to embed the C of E's vision for the 2020s through human interest stories and the marketing of resources to Churches to help them grow their congregations
- Look for opportunities to widen the reach of campaigns that would benefit from diocesan communication support.

### **Newsletters and intranet**

- Work closely with the internal communications officer publish a monthly newsletter for senior clergy and diocesan staff.
- Day-to-day management of the intranet for the DC Network, ensuring that content is relevant and up to date. Source, write, and edit news articles as needed.

### **National online service for the Church of England**

- Work closely with Digital Team on production workflow for delivery of national weekly online services, with responsibility for managing the theological review process and content quality.
- Act as the liaison point between the online service producer and theological review panel to ensure content for the weekly service is accurate.
- Check video captions and amend on them on YouTube in accordance with style guidelines. This requires a meticulous attention to detail. Relay issues regarding captions to service producer in a timely manner.
- Manage the rota of reviewers to ensure coverage throughout the year.

### **Media training events for bishops, senior staff, and specialist teams**

- Working with the News team, plan and coordinate bespoke media training, ensuring spokespeople and teams are equipped for confident and effective public and media engagement.
- Work with contacts within the NCIs, dioceses and cathedrals to identify delegates' training needs.
- Commission and brief external media trainers, ensuring sessions are tailored to specific audiences and aligned with national CofE messaging.

### **General**

- Coordinate the involvement of the diocesan communications network and the national communications team on campaigns run by organisations affiliated or connected to the C of E as needed.
- Provide support for other communications projects as needed.
- Occasionally deputise for the Head of Internal Communications.

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 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 working in a communications role or delivering communications using corporate communications channels accurately and at pace.
- Experience of writing clear, accessible and compelling copy for online audiences.
- Experience of delivering in-person events.
- Experience of building and maintaining effective working relationships with a range of stakeholders.
- An audience-focused approach to communications with a demonstrable ability to adapt messages and methods to meet the needs of specific groups.
- An awareness and understanding of the Christian faith.

#### *Skills & Abilities:*

- Good interpersonal skills
- Excellent verbal and written communication and proofreading skills.
- Ability to articulate what's needed in a clear and concise manner.
- Calm, professional, solutions-focused
- Self-starter with a commitment to collaborative working and good customer service.
- Ability to manage and prioritise a wide range of competing demands.
- Ability to maintain a strong position whilst being open to input and challenge.
- Highly organised, and able to maintain this in a fast-paced environment.
- Ability to take the initiative and see things through to completion.
- An eye for detail.

### **Desirable**

- Experience of hosting and chairing online meetings and events.
- Experience of content management systems and video editing.
- Experience of editing captions in YouTube studio.
- Experience of leading or working on multi-channel marketing and communications campaigns.
- Experience of using Adobe creative suite software for the design of publications.

## Vacancy Summary

<b>JOB TITLE:</b>	<b>Senior Communications Manager</b>
<b>NCI ENTITY:</b>	Church of England Central Services
<b>DEPARTMENT:</b>	Communications
<b>GRADE:</b>	Band 3     Standard Point
<b>SALARY:</b>	£59,248
<b>WORKING HOURS:</b>	35
<b>PRIMARY OFFICE LOCATION:</b>	Church House, Great Smith Street, London SW1P 3AZ
<b>HYBRID WORK ARRANGEMENTS:</b>	You will be required to come into our office in Westminster, London, on Tuesdays and Thursdays
<b>SUITABLE FOR FULL HOMEWORKING:</b>	<input type="checkbox"/>
<b>HOMEWORKING REQUIRED:</b>	<input type="checkbox"/>
<b>CONTRACT TYPE:</b>	Fixed-Term
12 months	
<b>IS A DBS CHECK REQUIRED? IF YES, WHICH LEVEL</b>	<input type="checkbox"/> Select level of DBS Check required
<b>IS A FAITH-BASED GOR APPLICABLE FOR THIS ROLE?</b>	<input type="checkbox"/>
<b>ORACLE POSITION CODE:</b>	8017315
<b>COST CODE:</b>	50181
<b>PARENT POSITION:</b>	Head of Internal and Stakeholder Communications