



## Marketing / Communications Coordinator Job specification

### Job Purpose

This role has a dual function:

**Communications:** to take overall responsibility for promoting St Peter's and all its activities, including its ethos, with the aim of encouraging engagement and driving up participation and awareness of the Christian faith and Church life with those who already connect with us in some way, as well as those in the local community who don't. The role will encompass the use of all media channels including social media and will support, and underpin, St Peter's Christian mission and strategic priorities.

**Reception & Welcome:** to take overall responsibility for all aspects of reception and welcome for the church office which will be staffed Mon-Fri 09:30-12:30. This includes management of the church office as an attractive, welcoming and well ordered working environment. This activity will be supported two mornings a week (term time) by the Parish Secretary with respect to reception and welcome activities.

### Accountability

Accountable to the Operations Manager (line manager). No direct reports.

### Key relationships:

- Vicar
- Operations Manager
- Young people's team
- PCC secretary and church wardens
- Treasurer
- 'The Gathering' – leadership team
- Local media and journalists

### Terms

- Part time - anticipated to be c0.6 fte worked across a minimum of 3 weekdays, with a minimum of 3hrs on any day.

### Responsibilities

#### Communications Oversight

- Ensure that church communications effectively promote all aspects of church life in engaging ways; upholding and maintaining St Peter's vision, values and ethos; helping to make the Christian faith relevant to those whom the Church seeks to serve and reach.
- Coordinate, and oversee, all publicity and communications about St Peter's Church services, activities, events, church life and mission, both to external and internal audiences, including media outlets.
- Develop, co ordinate and encourage the use of a consistent style guide for all St Peter's communications, ensuring that where there are requirements for variances (ie for specific audiences) that these remain coherent with the style guide.

### **Writer/Editor/Print manager** [1] [SEP]

- Identify and write stories; commission blog posts, articles and opinion pieces; edit third party content - all with a rigorous eye for quality and detail.
- Gather, collate and edit information and content from church members, leaders and 3<sup>rd</sup> parties.
- Capture and/or sourcing of visual material to help tell stories and increase their impact.

### **Platform operation** [1] [SEP]

- Produce, manage and edit a weekly hard-copy notice sheet for distribution on Sundays, developing and distributing overtime an electronic version.
- Encourage, develop and maintain the church's web platform as the primary reference point for all information, news and content ensuring it remains strong and reflective of all activities with a consistent style guide for web content.
- Generate and share social media content across all main platforms, supporting the social media activity of the Vicar, Young Peoples workers and such other people within the congregation who from time to time undertake Ministry activity.
- Ensure all noticeboard and displays, actual and virtual, are kept up to date, are frequently refreshed and include material which express the Christian Gospel in relevant and accessible ways to all individuals and groups who use the premises for any purpose.

### **Information Management**

- Proactively maintain accurate an up-to-date database of people associated with the life and witness of the church ensuring this is in line with data protection requirements including GDPR.
- Promote and coordinate communication activities within the church community which foster mutual awareness and concern.
- Establish, maintain and manage a system for maintaining contact with 'peripheral contacts' such as students remote from the church who used to be part of the St Peter's community, those having their banns read at St Peter's, bringing their children for thanksgiving services, and the like.
- Oversee the operation of the sound and image systems around the site, including the activities of the volunteer teams on Sunday mornings

### **Reception & Welcome**

- Ensure there is a consistent welcome provided for visitors and guests to the church site / office with necessary way finding and advice. This to include screening and routing of incoming calls, responding and following up to enquiries as required.
- Undertaking routine administration tasks as required by the Operations Manager to include handling correspondence, ordering and maintenance of office supplies and equipment as well as organization and maintenance of church calendar.

# Person specification

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Good general level of education to A level or equivalent.</li> </ul>	<ul style="list-style-type: none"> <li>• Educated to degree level</li> <li>• Relevant professional qualification (e.g. DipCIPR, NCJT or equivalent)</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• At least two years' previous experience in a communications, PR, or marketing role.</li> <li>• Able to explain the Christian faith in ways which encourage interest and stimulate growth.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of work within a faith context.</li> <li>• Experience of public relations within a faith context.</li> <li>• Experience of managing a multiple-user public facing website.</li> <li>• Experience of helping to deliver change within an organisation.</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Understanding of the workings and priorities of print and broadcast media.</li> <li>• An understanding of other Christian denominations and non-Christian faiths.</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of the Church of England and its structures.</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Proven writing skills of a journalistic style, with clear and precise use of written English</li> <li>• Ability to present opposing sides of an argument evenly</li> <li>• Understanding of social media from an organisational perspective.</li> <li>• Highly IT literate</li> <li>• Excellent oral and presentation skills</li> <li>• Proactive approach, with ability to spot stories and angles prior to publication</li> <li>• High standards of accuracy and rigorous proof reading ability</li> </ul>	<ul style="list-style-type: none"> <li>• Photography and basic image editing;</li> <li>• Interviewing spokespeople for video or audio recordings.</li> </ul>

	Essential	Desirable
	<ul style="list-style-type: none"> <li>• Ability to operate independently</li> </ul>	
<b>Behaviours</b>	<ul style="list-style-type: none"> <li>• Ability to demonstrate the highest standards of confidentiality</li> <li>• Team player, able to take and give constructive criticism</li> <li>• Ability to work under pressure, often to changing and simultaneous deadlines.</li> <li>• Excellent organisational skills, with the ability to differentiate 'important' from 'urgent' tasks.</li> <li>• Willingness to work flexibly.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to inspire confidence in colleagues, parish contacts and other representatives of local organisations</li> <li>• Ability to negotiate and achieve win-win outcomes,</li> <li>• Ability to act in a pastorally sensitive manner.</li> </ul>
<b>Personal</b>	<ul style="list-style-type: none"> <li>• Warm &amp; open demeanour with a collaborative working style and good telephone manner,</li> <li>• Confidence and ability in handling sensitive information,</li> <li>• Resilience and good humour;</li> <li>• Patient and affirming of others;</li> <li>• An Occupational Requirement exists for the post - holder to be a practicing Christian in accordance with the Equality Act 2010</li> </ul>	<ul style="list-style-type: none"> <li>• A good understanding and commitment to the beliefs and aims of the Church of England.</li> </ul>

Updated Dec 30<sup>th</sup> 2017