



THE CHURCH
OF ENGLAND

NATIONAL CHURCH INSTITUTIONS

ROLE PROFILE FOR COMMUNICATIONS AND ENGAGEMENT MANAGER, STRATEGIC MISSION AND MINISTRY INVESTMENT BOARD

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 18-month fixed term contract role will contribute directly to ensuring that the Church can deliver its Vision and Strategy by effectively communicating the work of the funding distributed and overseen by the Strategic Mission and Ministry Investment Board, highlighting examples that inspire people both across the Church of England and externally, and demonstrate its effect on everyday lives.

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 Vision and Strategy 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 manage communications around complex issues facing the Church today.

The Vision and Strategy Team consults on and manages the distribution of one of the largest grant-making programmes in the country, with over £100m of Strategic Mission and Ministry Investment (SMMI) disbursed by the Strategic Mission and Ministry Investment Board to support the work, and encourage the growth of, the Church of England annually. The team supports the whole Church in its engagement with the national Vision and Strategy for the Church of England for the 2020s which has three strategic priorities: to be a church of missionary disciples; to be younger and more diverse; and to develop a mixed ecology – being church in varied forms and settings. The team is also the lead owner of the strategy within the NCIs, and therefore responsible for ensuring that the work of other teams within the NCIs is aligned to the strategy and helps ensure its delivery across the Church. The team also helps the delivery of projects funded by previous grants.

What you'll be doing

The purpose of this role is to deliver an effective Communications and Engagement Strategy, for both church and external audiences, that will tell the story of the funding programme and its impact on communities and everyday lives.

The post holder will work with the Vision and Strategy Team, Digital and Communications Teams and other NCI colleagues, as well as Diocesan Communicators across the country, to promote the work delivered and opportunities provided by Vision and Strategy. The work will involve interaction with a wide range of stakeholders.

MAIN DUTIES AND RESPONSIBILITIES

- Lead on the delivery of the Vision and Strategy Communications and Engagement Strategy for the funded grant programme ensuring:
 - communications are tailored and responsive to stakeholders at national, diocesan and local level;
 - realistically ambitious KPIs for engagement are set and monitored;
 - A wide range of channels and media are used to maximise audience engagement.
- Proactively identify and exploit PR opportunities for demonstrating the national and local impact of the funding programme.
- Based on the strategy, devise, maintain and deliver a plan and timeline for regular communications.
- Monitor press coverage and distribute key stories to internal contacts.
- Working with communications colleagues help draft accurate reactive lines in response to media questions.

- Develop strong working relationships with stakeholders, digital and diocesan communications colleagues to identify proactive communications opportunities and help amplify their work where necessary.
- Produce communications resources in support of the Board, ensuring they are equipped with the right tools to communicate effectively with stakeholders.
- Working closely with digital communications colleagues, commission video content demonstrating funded projects and their wider impact. Manage relationships with external suppliers and agencies.
- With members of the Vision and Strategy team, support the preparation and delivery of engagement events (online and onsite) with stakeholders.

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 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 in communications and engagement within a large and established organisation.
- Proven stakeholder management skills to manage competing demands, achieve outcomes and deliver projects to time and cost.
- Previous delivery of a communications and engagement strategy.
- Good knowledge of working practices, methodologies and software tools in communications including using newsletters, intranets, social media, print and other channels to engage and inform effectively.
- Experience of communications planning, monitoring and reporting.
- Project management experience.

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 and communications platforms and emerging technologies.
- Event management experience.

Personal Qualities

- A willingness to support the mission, values, ethos and traditions of the Church of England.
- 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.

Vacancy Summary

JOB TITLE:	COMMUNICATIONS AND ENGAGEMENT MANAGER, STRATEGIC MISSION AND MINISTRY INVESTMENT BOARD
NCI ENTITY:	Archbishops' Council
DEPARTMENT:	Communications
GRADE:	Band 4 Standard Point
SALARY:	£48,557
WORKING HOURS:	35
PRIMARY OFFICE LOCATION:	Church House, Great Smith Street, London, SW1P 3AZ
HYBRID WORK ARRANGEMENTS:	2 days per week in the office
SUITABLE FOR FULL HOMWORKING:	<input type="checkbox"/>
HOMWORKING REQUIRED:	<input type="checkbox"/>
CONTRACT TYPE:	Fixed-Term – 18 months
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:	TBC
COST CODE:	28445
PARENT POSITION:	Director of Communications