

ROLE PROFILE FOR CUSTOMER COMMUNICATIONS MANAGER

About the Church of England Pensions Board

The Church of England Pensions Board provides retirement services to those who serve or work for the Church. Both a regulated pension fund and registered charity, more than 43,000 people rely on us for their pensions. A global leader in ethical and responsible investment, we carefully steward the £3.3bn of pension savings entrusted to us to not only grow our members' pensions, but also to drive systemic and lasting change across the industries and sectors in which we invest for a just and sustainable world. The Board also supports 2,500 retired clergy with their housing plans, managing a national portfolio of 1,200 rented homes and Community Living options.

In just 2 years, the Board turns 100. As we approach that milestone, a key focus for us is how we better support customers with planning well and early for their financial future. We have some big innovative ideas in this space, and we would love to invite a new customer communications colleague to join us to make some of those ideas a reality.

Our values

We include; you belong

We want the Pensions Board to be a great place to work. For us that starts with ensuring that everyone feels that they belong, and are valued for who they are and what they contribute.

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

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

The Pensions Board, acting as part of the national office functions (NCIs) of the Church of England, offers 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.

What you'll be doing

The purpose of this role is to design, develop and deliver excellent customer and change engagement plans, with an initial focus on Housing, but also working with Pensions, and

Investments where needed. This role will also take a fresh look at our current mechanisms for engagement, and design and lead a plan to improve our digital space.

MAIN DUTIES AND RESPONSIBILITIES

Everyday communications

- Lead reviews of and make changes to communication materials and channels to enhance the simplicity, clarity and effectiveness of our communications, including making best use of digital tools and existing content.
- Design and deliver plans and campaigns to improve engagement with our services and to encourage agency around customer retirement plans, harnessing insights from colleagues across the Board and adopting a digital first approach.
- Manage the delivery of customer-facing digital projects, to enhance and refresh our online presence, and develop quality tools to support customers in planning for and living their retirement – ensuring timely and cost-effective delivery and compliance with Church of England digital, IT and cyber security policies.
- Author tailored, quality written collateral (e.g. letters, emails, blogs, guides, newsletters) for customer and stakeholder audiences – making sure that any technical detail is compliant with relevant regulations.
- Plan online and in person events to support, build and enhance engagement with key stakeholder groups.
- Working with colleagues in Pensions and Housing, identify the appropriate KPIs that will help track effectiveness of customer communications and levels of engagement.
- Coach, mentor and support colleagues in implementing communications best practice in their interactions with customers and stakeholders.
- Take time to understand different customer groups and their changing communication needs, using data and insight to maximise the impact of operational communications.
- Support story telling e.g. case studies, building peer to peer networks (including within corporate reporting).
- Identify where third-party communications suppliers could best augment our delivery, running procurement exercises, and managing supplier relationships accordingly.

Change Communications

As we look to introduce new services:

- Working with colleagues, including the NCI Communications team, develop effective communication plans to introduce and embed the change with a diverse range of stakeholders (both internal and external), including considering potential risks and mitigation strategies
- Carefully consider the 'look and feel' of how we describe, talk about and communicate new initiatives to drive engagement, while being conscious of Church visual identity guidelines.
- Work with relevant delivery partners to align communications, acting as the 'custodian' of our brand.

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

- Proven experience in a specialist customer communications role.
- Experience of developing and managing change communication plans, in complex organisational environments and through a multi-channel approach.
- Experience of managing website design and digital content development.
- Experience of turning technical concepts into simple to understand communications
- Understanding of good project management.
- Experience of developing campaigns to build engagement with a product or service.

Skills & Abilities:

- Excellent presentation skills.
- Strong attention to detail, and an eye for 'good design'.
- Proficient command of English – writing and speaking.
- Able to write confidently, quickly, and to high quality across multiple channels.
- Self-motivated with strong organisational skills.
- Excellent collaboration skills – to do this job well, you will need to harness the knowledge of others, and build strong working relationships with colleagues at all levels.
- Ability to analyse and interpret data.
- Able to work within tight budget envelopes and yield maximum value from spend on collateral and tools.

Desirable

- Professional experience in a financial services, pensions or housing related field.
- Relevant training and qualifications e.g. in marketing, public relations or other.

Vacancy Summary

JOB TITLE:	Customer Communications Manager
NCI ENTITY:	The Church of England Pensions Board
DEPARTMENT:	Pension Board Secretariat
GRADE:	Band 3 Standard Point
SALARY:	£56,833
WORKING HOURS:	35
PRIMARY OFFICE LOCATION:	Church House, Westminster
HYBRID WORK ARRANGEMENTS:	1-2 days per week in the office, flexible on days
SUITABLE FOR FULL HOMEWORKING:	<input type="checkbox"/>
HOMEWORKING REQUIRED:	<input type="checkbox"/>
CONTRACT TYPE:	Permanent
IS A DBS CHECK REQUIRED? IF YES, WHICH LEVEL	<input checked="" type="checkbox"/> Basic
IS A FAITH-BASED GOR APPLICABLE FOR THIS ROLE?	<input type="checkbox"/>
ORACLE POSITION CODE:	Click or tap here to enter text.
COST CODE:	31445
PARENT POSITION:	Director of Strategy & Engagement