



DIOCESE OF
YORK

dioceseofyork.org.uk

Head of Communications

Job pack - 2025

Foreword from Canon Peter Warry, Diocesan Secretary and Chief Executive

Dear Applicant,

Thank you for your interest in the role of Head of Communications at the Diocese of York. This is an exciting and pivotal time in the life of our Diocese as we continue to develop and live out our vision, Living Christ's Story. We are committed to sharing a confident and hopeful Christian message with our communities across North and East Yorkshire—from cities like York, Hull and Middlesbrough to the villages and coastlines that make up our rich and varied landscape.

Our communications work is central to this mission. It is how we build understanding, offer encouragement, foster collaboration, and reach beyond our church walls to engage with the wider world. We aim to speak clearly and authentically about who we are and what we do, and to equip others to do the same—from bishops and clergy to lay leaders, parishes, and schools.

The Head of Communications role offers a unique opportunity to lead and shape this work. You will help set the tone and direction of our communications strategy, offering insight, oversight, and inspiration across all our channels and platforms. You'll work closely with senior leaders across the Diocese, including the Archbishop of York, and be supported by a skilled Communications Officer, with scope to grow and develop the team's work.

We are looking for someone who combines strategic vision with hands-on experience—someone equally confident writing a press release, crafting a social media campaign, or responding sensitively to a complex situation. We seek a person of faith who can communicate in the language of the Church and the gospel, and who understands the power of story in shaping identity and mission.

In return, we offer the chance to be part of a vibrant and supportive team, where your professional expertise will make a real and lasting difference to the life of the Church and its communities.

We hope that this opportunity excites and inspires you, and we look forward to hearing more about how your experience and gifts might contribute to our shared work of communicating the good news of Jesus Christ in this place.

With best wishes,



Canon Peter Warry
Diocesan Secretary and Chief Executive



DIOCESE OF **YORK**

Head of Communications

35h/w permanent contract

£55k-58k

With its network of parishes covering the country, the Church of England plays an active role in national life, bringing an important Christian dimension to the nation, as well as strengthening community life. The Church of England is arranged geographically into 42 dioceses, each under the care of a bishop, and covers every part of England. The Diocese of York takes in much of North and East Yorkshire, an area which includes the cities of York and Hull, as well as Middlesbrough and Selby, two National Parks, and the incomparable Yorkshire coast. We are a family of nearly 600 churches and 125 schools across 442 parishes. We are led and guided in our faith and work by the Archbishop of York, Stephen Cottrell. York Minster is our principal church.

The Communications Team

Effective stakeholder engagement is vital to our work: informing, resourcing and inspiring colleagues, congregations and the wider world as we continue to grow and implement the vision for the Diocese of York embodied in our strategy 'Living Christ's Story' (LCS).

Aiming to provide clear, accurate information and positive messages about our work, the remit of the Communications Team includes:

- Ensuring that appropriate and timely stakeholder engagement becomes part of the day-to-day operation of the diocese so that all who participate in the life of the Church feel informed, involved and fully supported in their local discipleship, mission and ministry
- Creating, coordinating and supporting imaginative campaigns to promote key themes and initiatives
- Providing professional PR support at times of crisis or high levels of media interest
- Sourcing, generating and publishing content reflecting the life and needs of the diocese and its communities, through our own online channels and through external media platforms
- The ongoing development and maintenance of the diocesan website as a principal access point for information and resources in the diocese
- Responding to direct media enquiries and supporting parishes, church schools, colleagues, and other institutions supported by the diocese in their communications and media work
- Providing advice and support relating to digital and social media
- Sharing and supporting good practice
- Producing high quality content for online, other electronic or print platforms
- Advising on logos, branding and house style



The Opportunity

This is an exciting front-facing post for the diocese. You will be responsible for developing a proactive communications strategy for the diocese, and for providing a full communications service to the organisation, working with a range of audiences. Engaging with a variety of stakeholders and navigating complex organisational relationships, you will support those in the diocese from palace to pulpit to pew as they seek to communicate a hopeful and consistent message of the mission and ministry of the Church in this part of North and East Yorkshire.

Reporting to the Deputy Diocesan Secretary, but working closely with the whole senior leadership team of the diocese, you will play a significant role in shaping and developing a newly created parish support directorate within the diocesan support teams. You will support and supervise the Communications Officer who carries out much of the daily and weekly activity on social media and regular diocesan mailings, as well as a growing workload of video and audio creation and editing.

With particular responsibility for the LCS Stakeholder Engagement enabling workstream, you will lead in shaping strategies to communicate the practical application of strategic decisions across the diocese. This will include devising and implementing a continuous process of stakeholder analysis and engagement to inform and evaluate strategic communication.

You will contribute to communicating and implementing key strategies, developments, resources and campaigns across the spectrum of Living Christ's Story project work in many other strands of key diocesan activity, including safeguarding and finance.

The Head of Communications will be expected to contribute their professional skills in Safeguarding Case Management meetings in addition to providing practical communications support and advice to the Safeguarding Team.

To be successful in this role, you will have a strong track record in delivering strategic and operational communications; as adept at developing and advising on communications plans for key initiatives as at providing effective responses to developing situations. You will also be a practicing Christian who shares our passion for enabling spiritual and numerical growth in the Church, and who instinctively understands and expresses the terminology of faith in order to work with and for the Church on the ground.

You will have a proven ability in developing content, working effectively and confidently on all media platforms including social media and in print in order to build the widest possible audiences for diocesan communications. You will also demonstrate the interpersonal skills needed to advise and facilitate the work of others and operate as a capable line manager to the Communications Officer.

Job Description

- Be responsible for the provision of communication support and services, including putting forward proposals for the development of the service and the resources available
- Be an effective line manager of staff allocated to the team
- Develop and implement a comprehensive communications strategy for the diocesan leadership and support teams, including for the key strategic programme 'Living Christ's Story'
Participate actively in national and regional Church of England communications networks, to benefit from and contribute to initiatives beyond the diocesan boundary
- Be an advocate and adviser for the growth of digital communications in deaneries and parishes
- Oversee maintenance and development of the diocesan website as the principal access point for information and resources in the diocese; coordinating processes with other teams and colleagues to ensure that the online content which they maintain remains both compliant and fit for purpose
- Be responsible for the diocesan social media presence, working with the Communications Officer and liaising with colleagues as required to ensure consistency of content, values and style
In partnership with colleagues, building processes to ensure brand consistency in design, editorial and professional standards for all content produced in the name of the Diocese of York
- Where required, coordinate and/or deliver training in media relations for senior staff
- Monitor media presence, engaging colleagues and stakeholders in responding or managing appropriately
- Proactively find and develop good news stories and ensuring their full exposure through all appropriate channels and platforms
Provide PR support and incident response as and where required
- Take part in working groups established by Archbishop's Council
Attend relevant meetings, and take part in other projects and diocesan initiatives, drawing on the skills and gifts of the postholder
- Participate in an annual review and appropriate continuing professional development
- Contribute to the wider work of the diocese, as appropriate.
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Key Relationships

- Deputy Diocesan Secretary
- Diocesan Secretary
- Archbishop of York
- York Diocesan Leadership Team
- Heads of Communications at York Minster & Bishopthorpe Palace
- Parish Clergy & Church Officers

Key Memberships

- DBF Senior Leadership Meeting (operational directors and Heads of Safeguarding, HR, Communications and Programme Delivery)
- Living Christ's Story Programme Board - Participating Attendee
- Diocesan Safeguarding Advisory Panel – Participating Attendee
- Diocesan Synod – Officer in Attendance
- Safeguarding Case Management meetings - as required

Person Specification

This post is subject to an occupational requirement that the holder be a practicing Christian under Part 1 of schedule 9 to the Equality Act 2010 because of its representational role within the diocese.

Essential

1. Strong track record as a senior professional/manager in the field of communications, including press and media relations and crisis management
2. Excellent written and verbal communication skills, demonstrating agility in different contexts, and ability to navigate complex sensitivities
3. Proven ability to develop and deliver broad communications strategies, and multi-channel communications plans for specific initiatives
4. A flexible, can-do approach; able to contribute outside professional area and bring a practical approach to problem-solving
5. Able to create, develop and edit content and copy for a range of platforms including digital and social media, and print where required
6. Able to manage, motivate and develop others
7. Strong IT skills, including all MS Office applications, and an aptitude to evaluate and learn new techniques and opportunities as they arise
8. Able to influence and persuade; to manage internal and external stakeholders and develop and sustain relationships at all levels
9. Self-motivated and well-organised with strong attention to detail; able to work to a high standard with minimum supervision
10. Able to work to the highest standards of professionalism and confidentiality, and able to demonstrate discretion in dealing with sensitive issues and confidential matters
11. A person who shares our values and, whilst not necessarily an Anglican, is a practising Christian

Desirable

1. A degree in a relevant field and/ or professional qualification
2. Ability to train others in communications, PR and media work, and/ or in making effective use of digital and social media
3. Understanding of Church of England culture and structures
4. The post includes a requirement to travel to meetings throughout, and sometimes beyond, the diocese when required.

Summary of Main Terms and Conditions of Employment

Employer	The York Diocesan Board of Finance (YDBF)
Line Manager	Deputy Diocesan Secretary
DBS Disclosure	A DBS check is required for this post
Probationary Period	Appointments are subject to a 6-month probationary period
Contract Term	Permanent
Location	The post is based at the diocesan office at Clifton Moor, York (flexible/hybrid working options are available)
Hours	The post is full-time, 35 hours per week. The post holder will be required, from time to time, to attend meetings outside normal working hours, subject to time off in lieu.
Salary	The post is grade 2. Starting salary will be in the range £55,206 to £58,056.
Pension	The YDBF offers a contributory pension scheme ("the Scheme") organised by the Church of England (the "Church") Pensions Board. For each 1% of contribution paid by the employee, up to a maximum of 7%, the employer will pay a contribution equivalent to double the amount.
Holidays	In addition to the eight Bank and Public Holidays, DBF employees are entitled to 5 weeks annual leave in any year.
Mileage	A mileage allowance will be paid in respect of journeys undertaken in connection with the duties of the post (currently 45p per mile for the first 10,000 miles) and in accordance with the Diocesan Expenses Policy.
Non-contractual Benefits	
Flexible Working	We offer staff a range of options for working flexibly, including regular homeworking.
Employee Benefits	We provide free parking at our York office, and our other non-contractual benefits currently include eye care vouchers and a cycle to work scheme.
Pastoral Care	We have an Employee Assistance Programme, and our Diocesan Adviser and Coordinator of Pastoral Care offers the space to talk through pastoral, professional or personal matter, providing or arranging counselling and / or mediation if required.