

ROLE PROFILE FOR HEAD OF COMMUNICATIONS & ENGAGEMENT

for Reconciling Leaders Network

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 role joins the work of the **Reconciling Leaders Network (RLN)** which has produced the *Difference* course. RLN is a charitable entity seconded to the National Church Institution (NCI), this role will be employed by RLN and seconded to NCI.

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 Reconciling Leaders Network (RLN) has a vision for the church to be a reconciling presence in conflict and communities, with a purpose to mobilise a generation of reconcilers, pursuing a just and flourishing world. RLN works across the Anglican Communion supporting a ministry of peacebuilding and reconciliation, with a small and agile team (currently six team members).

The reconciliation ministry has two focus areas: Reconciling Leaders Network (RLN) - which has developed *Difference*, a cohort of global champions and a network of reconcilers; and Peacebuilding – supporting churches in areas experiencing violent conflict.

Difference (difference.rln.global) aims to encourage, support and mobilise a generation to live out their calling as peacemakers and reconcilers. This role will seek to deliver significant growth and engagement of *Difference*.

What you'll be doing

The Head of Communications and Engagement will lead RLN's communications, marketing, and digital engagement strategy. They will be responsible for ensuring our message is clear, compelling, and consistent across all channels, extending the reach and engagement of *Difference*. This role is central to shaping how RLN and *Difference* are experienced by audiences in the UK and globally.

The successful candidate will bring understanding of the reconciliation and peacebuilding sector, as well as the geo-political and church contexts in which RLN operates. They will be a strategic thinker, a skilled marketer, theologically astute and a relationship builder who is committed to equity, diversity, inclusion and justice, and brings cultural sensitivity to their work and leadership.

The post holder will support the bold objectives for this reconciliation ministry. They will have budgetary and potential line-management responsibilities and work with external agencies and freelancers to deliver outcomes.

They will work with and through Anglican Church systems, structures and networks as well ecumenically across different Christian denominations and other organisations – reaching a global audience, as well as working with civic, community and multinational organisations and networks.

The reconciliation ministry is a small team. The post holder will be someone who brings strategic direction, insight and expertise as well as bringing enthusiasm for the day-to-day delivery and implementation of great ideas and strategic tactics.

MAIN DUTIES AND RESPONSIBILITIES

1. Strategy and Delivery

- Develop and deliver RLN's communications strategy in alignment with organisational goals.
- Share in Christian practice (through prayer, faith development and formation) with external stakeholders, diocese colleagues, course participants, and within the team.
- Create and implement campaigns and tactics, working with all forms of media, to grow a network of reconcilers, extending the reach and engagement with *Difference* and RLN initiatives.
- Strategically contribute to the sustainability of RLN & *Difference* through fundraising efforts and income generation.
- Oversee the user journey and experience across all channels (website, resource hub, social media, emails etc.) ensuring they are optimised and effective.

- Develop strategic external partnerships and collaborations to increase engagement with reconciliation and the *Difference* course.
- Shape and steward RLN's narrative within the church and reconciliation sector, in alignment with the organisations vision and purpose.
- Lead on storytelling and content creation across digital, print, and social media (including copy writing– Christian prayers, devotionals).
- Ensure brand consistency across all platforms, reflecting RLN's visual identity and invitational tone of voice.

2. Team and Project Management

- Commission and manage external suppliers and consultants, including contracts and delivery against objectives.
- Prepare and manage the communications budget.
- Ensure compliance with organisational policies, procedures and with regulatory and charitable organisational requirements.
- Future line-management responsibility. Setting objectives and supporting delivery of the communications plan.
- Oversee and implement workstreams, for example emails, social media, and the day-to-day communications schedule of *Difference*.

3. Product Development

- Provide strategic insight and implement future developments of *Difference* resources and RLN initiatives.
- Manage updates, amends and edits to the *Difference* courses and training materials, (including translations, copywriting bible studies)
- Ensure distribution channels are integral in the development of new resources.
- Ensure all resources faithfully express the values, theology and branding of RLN and *Difference*.

4. Impact & Insights

- Monitor and evaluate the impact of the *Difference* course and recommend improvements.
- Optimise *Difference* website, social media and the Training and Resources hub
- Track and report on key indicators.
- Contribute to fundraising efforts, write impact reports for the director, governance structures and funding grants.

The team works closely and collaboratively, providing assistance across portfolio areas at times when extra capacity is needed. As such, an important part of this role will be to help out other team areas as required and as capacity allows.

All employees share responsibility to promote and maintain a strong safeguarding culture with regard to children and vulnerable adults, including identifying the key actions they should take given their role and responsibilities.

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

Skills/Aptitudes

- Strategic thinker with creativity, adaptability and a proactive approach to ideas generation.
- Ability to develop and implement a communications strategy, allocating budget and staff resources.
- Highly developed communication skills (written, verbal and interpersonal).
- Excellent stakeholder management with the ability to build relationship and trust with diverse audiences and a range of stakeholders including senior figures.
- Ability to manage multiple projects concurrently, working to tight deadlines and often under pressure.
- Skilled in shaping messaging for church engagement (e.g. themes of reconciliation, polarisation, Christian discipleship, forgiveness, following Jesus, justice).
- Ability to communicate theological concepts in an accessible and engaging way.
- Good IT skills, including Microsoft Office and digital communication platforms

Knowledge/Experience:

- Experience of working with senior leadership to translate strategic goals into measurable communication plans and outcomes
- Good understanding of international relations, geo-politics and current affairs.
- Experience of leading in faith-based or values-driven contexts.
- Experience of income generation.
- Experience of budget planning and management.
- Track record of delivering growth, reach and engagement through strategic campaigns.
- Experience of product development and innovation in a faith-based or values-driven sector.
- Experience managing projects, suppliers and stakeholders – delivering on time, target and budget
- Line management experience.
- Good knowledge and understanding of Christian faith and theology, and the ability to write and shape messaging/content for a Christian audience.
- Good knowledge and/or relationships with sector related organisations, denominations and networks.
- Familiarity with the Anglican church and other Christian denominations, with appreciation of diverse traditions.

Personal Attributes:

- Passionate about the ministry of reconciliation and equipping people as peacemakers and reconcilers.
- Operate with discretion, trust and integrity.
- A self-starter with initiative.
- Enthusiasm to learn and practise values of Christian reconciliation
- Share in Christian practice in relevant Christian contexts, internal and external relationships
- Team orientated, investing in healthy working relationships
- Committed to personal wellbeing and good self-management.
- Proactive and committed to achieving results.
- Adaptable and responsive to meet the responsibilities of the post.
- In sympathy with the aims and ethos of the Church of England.
- A member of a local church - this post is subject to an occupational requirement that the holder be a communicant Anglican or a member of a church denomination that is part of Churches Together in Britain and Ireland, under Part 1 of Schedule 9 to the Equality Act 2010.

Circumstances:

- Whilst the NCIs are committed to wellbeing and work/life balance, a willingness and availability to occasionally work outside normal office hours is required, on occasion.
- Flexible in order to meet the demands of the post (attending events including weekend events when required).

Desirable

- Training and/or experience in reconciliation related sectors (such as interfaith, social cohesion, racial justice, trauma-informed practices, mediation, restorative justice).
- Experience engaging global audiences across different regions, languages and cultures.

Vacancy Summary

JOB TITLE:	Head of Communications and Engagement (Reconciling Leaders Network)
NCI ENTITY:	Church of England Central Services
DEPARTMENT:	Office of the Archbishops (Lambeth Palace)
GRADE:	Band 3 Standard Point
SALARY:	£43,049.30 (£61,499 FTE)
WORKING HOURS:	24.5 or 35
PRIMARY OFFICE LOCATION:	Church House, London
HYBRID WORK ARRANGEMENTS:	2 days per week in the office
SUITABLE FOR FULL HOMEWORKING:	<input type="checkbox"/>
HOMEWORKING REQUIRED:	<input type="checkbox"/>
CONTRACT TYPE:	2 year fixed term contract (extension funding dependant)
IS A DBS CHECK REQUIRED? IF YES, WHICH LEVEL	<input checked="" type="checkbox"/> Enhanced with Children's Barred List
IS A FAITH-BASED GOR APPLICABLE FOR THIS ROLE?	<input checked="" type="checkbox"/>
ORACLE POSITION CODE:	8100077
COST CODE:	15069
PARENT POSITION:	Director of the Reconciling Leaders Network