

# Director of Communications

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**JUBILEE HOUSE**

Diocese of Southwell & Nottingham



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## VISION

The Diocese has a vision of Living Hope for the city, towns and villages of Nottinghamshire and beyond and is committed to its mission of Growing Disciples of Christ with Compassion, Confidence of Courage. A key aspect of that vision is the articulation of 7 Areas of Focus which healthy churches attend to: Inspiring Worship, Reaching Younger, Enhancing Diversity, Growing Leaders, Enabling Commitment, Encouraging Generosity and Nurturing Prayer. [Watch our vision video here.](#)

## JOB PURPOSE

The Director of Communications is responsible for leading the development and implementation of a vision-focused and mission-centred communication strategy for the Diocese as we seek to Grow Disciples of Christ with Compassion, Confidence and Courage. This will include working collaboratively as part of the Jubilee House Leadership Team, as well as providing leadership and direction to the diocesan Communications Team. This role will focus on creating effective internal and external communication strategies that embed the diocesan vision with existing audiences and reach wider to the 1.1 million population of Nottinghamshire and beyond with the Living Hope of Jesus.



Filming our Living Hope Series

## JOB PROFILE

Title	Director of Communications
Reports to	Chief Executive
Location	Jubilee House, Southwell
Basis of employment	Full Time 35 Hours
DBS check required? (Yes/No)	Yes
Date written/updated	March 2025

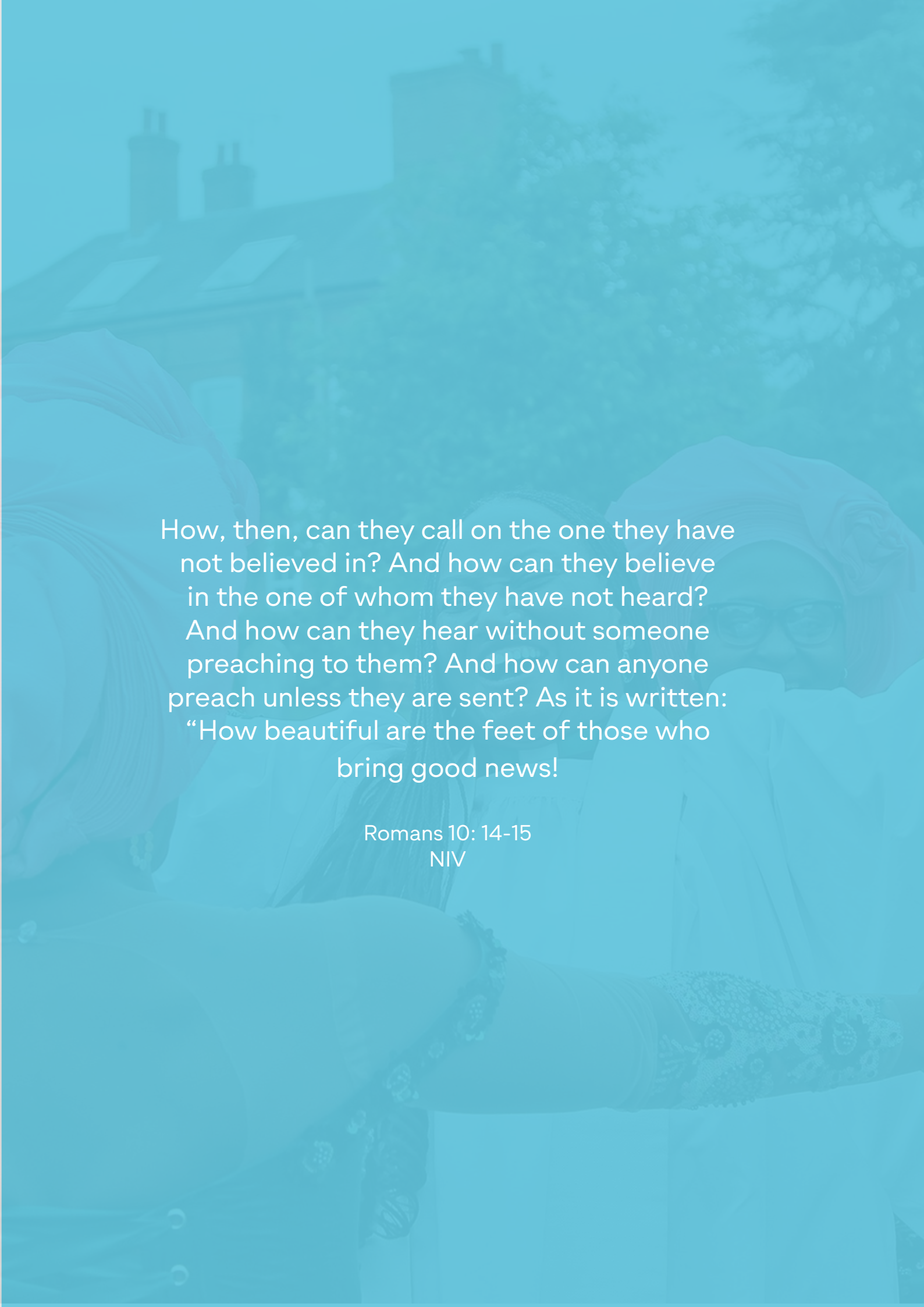
## WORKING RELATIONSHIPS (BOTH INTERNAL & EXTERNAL)

- Build and maintain collaborative relationships with all diocesan personnel including: Bishop's Core Team, Jubilee House Leadership Team, clergy and staff
- Develop strong relationships with our churches to capture stories and testimonies for wider communication through diocesan channels
- Further develop and deepen support to our 300 churches, particularly through enabling and enhancing their online digital communications.
- Build engaging relationships with national Comms Teams and regional diocesan contacts
- Establish and lead the Diocesan Communications Advisory Board
- Work with Clarke PR, our retained press and media advisors, to develop strong relationships with regional media

## MANAGEMENT RESPONSIBILITY

- Communications & Resources Manager (who oversees the Digital Communications Officer)
- Parish Communications Enabler (to be recruited)





How, then, can they call on the one they have not believed in? And how can they believe in the one of whom they have not heard? And how can they hear without someone preaching to them? And how can anyone preach unless they are sent? As it is written: “How beautiful are the feet of those who bring good news!

Romans 10: 14-15  
NIV

## PRINCIPAL TASKS

- Develop and lead the delivery of a vision-focused and mission-centred communication strategy for the Diocese which supports and resources local churches
- Oversee and manage the annual communications budget, ensuring optimal resource allocation to achieve strategic goals.
- Work pro-actively with the Bishops to develop clear and consistent communications.
- Create and implement strategies to identify and develop content, stories, videos, images and messages that truly connect with those on the fringe of faith and are relevant, inspiring, engaging and accurate across print, social media and website channels.
- Work with the Bishops' Office to optimise strategic opportunities for the Bishops to speak faith into the public domain, with appropriate tone of voice, consistency and 'stand-out' across all channels, ensuring the vision of the Diocese is promoted according to the Bishops' direction.
- Help clergy and key lay leaders develop local communications strategies and operational plans to serve the rich diversity of our churches and communities through training, advice and ongoing support
- Liaise closely with central teams including Discipleship and Ministry, Finance, Education, Project Management Office and Safeguarding to promote their key objectives within the overall diocesan strategic vision
- Apply discerning editorial control to all diocesan communications using informed judgment on appropriateness, placement, language, and consistency across all channels.
- Utilise insights and engagements to deepen the relationship with our existing and potential supporters.
- Build relationships with local and other media, generating interest in stories and developing positive and engaging collaborations, including being the first point of contact for the Diocese in relation to any media enquiries
- Ensure the correct systems, software and processes are in place in the Diocese for effective communication both internally and externally
- Create, sustain and promote consistent branding across all media channels, documentation and other promotional material
- Lead on any media crisis management situation, engaging our retained external advisors as appropriate, ensuring professional and expert advice is provided to the Bishop's Core Team to manage any critical media interest.

- In collaboration with the Diocesan Board of Finance Data Protection Officer work to ensure all wide communications are GDPR compliant
- Convene and lead on the approved Diocesan Communications Advisory Board
- Oversee the ongoing development of the diocesan website and learning hub to ensure the user journey through the site is consistently engaging.
- Lead the planning process for all site updates and content to enhance the user experience, including video, images, and written copy remains consistently high quality.
- Work with external agencies to continuously improve the user experience, including timely resolution of site performance issues within agreed time-scales
- Pioneer creative communication projects and initiatives that champion the vision and mission of the Diocese.

## ADDITIONAL TASKS

- Lead on creative projects through the year
- Pro-actively work with parish teams to support their communication aims.
- Provide regular updates to the Chief Executive on performance of all communication activities, developing helpful KPIs and including analytic reports.
- Work collaboratively with the Church of England national communications team to ensure wider resources, insights and campaigns are optimised; also with the appointed third party PR Advisors to ensure the Diocese is well represented with external partners and the media.



## PERSON SPECIFICATION

### EXPERIENCE AND QUALIFICATIONS

- Relevant degree or equivalent level experience
- Minimum of 5 years at a senior level in marketing, including public relations and developing and implementing cross channel digital communications strategies (ideally within a charity or religious organisation)
- Experience of marketing and/or promoting an organisation across different communication channels
- Experience of managing a communications team within a professional environment

#### Desirable

- Proficient in Adobe Creative Cloud Software
- Theological interest or experience
- Knowledge or expertise in AI systems and developments

### COMPETENCIES

- Ability to exercise judgement on what stories, content and messaging best help to embed and communicate the vision and mission of the Diocese
- Understanding of the diocesan context and how to promote the core message of Growing Disciples of Christ
- The ability to influence collaboratively and be able to achieve true “buy in” from the Bishop’s Core Team, Jubilee House Leadership Team, staff and the wider Diocese, recognising its rich diversity of church traditions, ethnicity, economic affluence and poverty, urban, suburban, post-industrial, market towns and rural contexts.
- Ability to relate well at all levels to develop effective relationships both internally and externally
- Strong leadership skills to motivate a team to deliver key objectives
- Ability to work at pace whilst managing conflicting demands, changing priorities and tight deadlines

### CORE SKILLS

- A skilled communicator able to relate their professional aptitude with their Christian faith
- Overseeing video production and content development
- Ability to teach and train others in areas of communication
- Excellent written communication and confident use of social media and digital communication with excellent language, grammar and writing skills
- Proven editorial skills of proofreading, attention to detail, accuracy and consistency
- Overseeing websites, reviewing content, and monitoring site performance
- Track record of delivering distinctive social media campaigns and driving improved results across all social media channels
- Creative and innovative in developing communication channels, content and reach
- Strong empathy with the aims, ethos and beliefs of the Christian faith and the vision and strategy of the Church or England
- Creative and innovative in developing communication channels, content and reach
- Is passionate about the aims, ethos and beliefs of the Christian faith and the vision and strategy of the Church or England



# TERMS OF EMPLOYMENT

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Work pattern	Standard working hours are 35 hours per week. Flexible working essential according to the needs of the role and responsibilities
Salary	£59,336 - £62,343
Holiday	25 days per annum plus 8 bank holidays and 5 discretionary days
Probation	6 months
Special Conditions	There is a genuine occupational requirement for the post holder to be a committed Christian in the Anglican tradition or another member denomination of Churches Together in England.
For an informal conversation, please contact Martin Cooper, Chief Executive, via <a href="mailto:ce@southwell.anglican.org">ce@southwell.anglican.org</a>	

The Diocesan Board of Finance intends to review job descriptions annually as part of the staff review process, to ensure that they relate to the role as then being performed or to incorporate whatever reasonable changes that have occurred over time or are being proposed. This review will be carried out by the line manager in consultation with the post-holder before any changes are implemented. The post-holder is expected to participate fully in such discussions and implementation.

March 2025



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