

Diocese Recruitment Pack

Church Communications Advisor



Diocese of
Liverpool

Bigger Church, Bigger Difference

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Welcome



Dear Applicant,

Thank you for your interest in a position with the Diocese of Liverpool, and for considering us as the next step in your career. We serve a vibrant and diverse diocese, working in partnership with a wide range of worshipping communities, churches, schools, charities and other organisations across the region.

This is an exciting time to join our team as we continue our transformational journey of change – aimed at enabling our churches to grow and become younger and more diverse. Our Fit for Mission programme is at the heart of this approach, helping churches to flourish, develop new leaders, and expand their work with children and young people, with social justice at the heart of our mission.

As an employer, we offer flexible and hybrid working, a strong sense of community, and opportunities to develop your skills in a collaborative environment where we hope you will feel valued, supported and empowered to grow.

We are looking for people whose values resonate with our ethos and who are excited to help shape the future of the Diocese of Liverpool.

If you want to be part of a team striving to make a lasting impact on the communities we serve, then we would love to hear from you.

Yours faithfully,

Diocesan Secretary
Diocese of Liverpool



Who we are

The Diocese of Liverpool is one of 42 dioceses that make up the Church of England, sitting within the Province of York under the guidance of the Archbishop of York.

Our diocese spans far beyond the heart of Liverpool, from the coastal town of Southport to the industrial heritage of Widnes, from the communities of North Warrington to the borough of Wigan, we serve a wide and dynamic region. Our operational base is St James' House, situated next to the breath-taking Liverpool Cathedral - the mother church of our diocese and an iconic landmark of faith and culture.



Our Diocese

Our diocese is led by the interim Bishop of Liverpool and the Bishop of Warrington, supported by three Archdeacons of Liverpool, Knowsley & Sefton, and St Helens & Warrington. These archdeaconries are made up of 14 deaneries, which include:

- 160 parishes, each with its own unique character and mission
- 275 dedicated members of clergy
- 275 licensed readers actively engaged in ministry
- 100 retired clergy still making a meaningful impact
- 50,000 committed church members
- 120 church schools educating and nurturing faith
- 30,000 children receiving their education in a church school setting

The Diocese of Liverpool's mother church is the Liverpool Cathedral which is the biggest cathedral in the UK and also one of the biggest in the world!

Our administrative centre is Saint James House where you would primarily be based in this role and where majority of our staff are based.

Our Vision

Our diocesan vision is simple. We are asking God for a bigger church which will allow us to make a bigger difference with more people knowing Jesus and more justice in the world.

Our first ever Bishop of Liverpool, J.C Ryle, wanted every person, lay or ordained to become 'active agents' of the church. That belief has shaped our mission since the 1800s and remains at the heart of what we do today. We are committed to ensuring that everyone in our diocese is equipped and empowered to live out their faith in meaningful ways.

We have developed a bold and ambitious plan to help every part of our diocese step forward in mission. We want to see parishes working together to build a church that is younger, more diverse, and deeply rooted in its communities - a confident Christian presence in every area we serve.

To help our parishes, schools and chaplaincies flourish and fully embrace this vision, we are prioritising:



This is an exciting time to be part of the Diocese of Liverpool as we continue on this transformative journey together.

Our Strategy - Fit for Mission

At the heart of our diocesan strategy is Fit for Mission, a transformative programme designed to remove barriers to growth and equip our churches to flourish. This initiative supports every deanery in the Diocese of Liverpool to shape its own future - strengthening mission, deepening discipleship, and ensuring sustainability.

Through Fit for Mission, we are investing in six key areas, providing expert support and specialist resources to empower our churches to:

- Deliver best-practice missional ministry through collaborative team working with a group of other churches
- Multiply the number and type of church communities, so that many more people can know Jesus
- Deliver sustainable buildings to meet and worship in
- Give good support and accountability to lay and clergy leaders
- Streamline parish bureaucracy through forming larger parishes
- Make admin and compliance easier through Resource Hubs in each larger parish

Fit for Mission is about renewal, opportunity, and a bold step into the future. Together, we are building a Church that is equipped, empowered, and ready to make a lasting impact.

For more information, visit www.liverpoolcofe.org/fitformission.

Our Strategy - Diocesan Investment Programme

Building on our Fit For Mission programme, we are working towards a new investment from the Church of England to enable us to expand delivery in:

- 1 Mission** – Expanding our work with children and young people, championing social and racial justice, revitalising churches, and establishing new worshipping communities.
- 2 People** – Deepening discipleship, creating clear vocational pathways through 'Lifecall', and offering accessible training and development for both lay and ordained ministry.
- 3 Financial Sustainability** – Encouraging generosity as a core part of discipleship, providing expert guidance on maximising church buildings and assets, and offering grants to support mission and long-term growth.

This is a moment of opportunity - a time to step forward with faith, ambition, and commitment. Together, we are shaping a thriving future for the Church in Liverpool and beyond.



How we value you

The Diocese of Liverpool is a special place to work, and we're committed to valuing our people to ensure that you are supported to develop and succeed.

What it's like to work here:

- We have a positive working environment with a family friendly approach, offering flexi time and hybrid working for all roles.
- We are actively seeking to be a more diverse and fully inclusive workplace, focussing on developing community through informal groups and activities. We have staff resource groups for people identifying as LGBTQIA+ and from UKME.
- Working in a smaller organisation like ours gives you many opportunities to develop through gaining wider experience working with multiple small teams. We actively encourage early career employees to expand their range of experience and skills and we look forward to helping you to develop.
- With open plan working and shared activities you will quickly get to know everybody here whilst forming key, strong relationships in a small team.



Our benefits

We want you to feel valued and appreciated for the contribution you will make to ensuring our churches, schools and chaplaincies can make a significant difference for good in the lives and communities of our region. That is why we offer you the following benefits:

- Non-contributory pension scheme, worth up to 14.5%. There is the opportunity for employees to make additional voluntary contributions, where the first 3% will be matched by the employer
- 25 days leave per year (excluding bank holidays) with up to 3 days additional leave per year over the Christmas period
- Employee Assistance Programme (free 24 hour confidential helpline to support staff wellbeing (including counselling))
- Hybrid/flexible working
- Generous sick pay scheme
- Free city centre parking available 7 days per week
- Free tea and coffee provided
- Staff discount - Welsford Bistro
- Staff discount - Cathedral shop
- Exclusive invitations and previews to Cathedral events and exhibitions
- Staff discount on Liverpool City Council Lifestyles gym membership

The Role

Role Title: Church Communications Advisor (Fit for Mission)

Reporting to: Senior Project Manager

Salary: £18,900 actual salary (£31,500 FTE)

Hours: 21 hours per week

Location: St James House, Liverpool

Role Summary:

This isn't a typical communications role. You'll be working with groups of local churches — each with its own culture, capacity and communication needs — to build a solid communications structure that enables churches to communicate clearly, confidently, and consistently so everyone feels connected, included, and that they belong.

The people you work with will be brilliant at what they do — but are likely to have limited experience with strategic or digital communication. They're clergy, volunteers, and admin staff, often juggling many hats.

You'll help create the conditions for effective communication that lasts — not by doing everything yourself, but by equipping others to do it well.

Your two main priorities will be to:

- Support a team to use existing church communication channels to maximise lay involvement and engagement in a shared project.
- Set up and embed long-term integrated communication processes that make the best use of new and existing comms methods (eg web, social media, ChurchSuite).

You will know you are successful when you see clergy, volunteers, and paid admin staff becoming confident communicators to their congregations and wider communities. Alongside this, the metrics of your success will include usage of ChurchSuite by all churches and the growth of their databases.

The Role

Duties and Key Responsibilities

You will support multiple groups of churches during a significant season of change for them. For each group of churches, you will:

- Support the churches to communicate well during the 2-year change project
- Establish a communications sub-team with representatives from each local church involved in the project
- Support this team to communicate with their own congregations, ensuring that everyone understands the purpose of the project and how they can get involved.
- Equip the sub-team to share updates, celebrate progress, and keep people informed using methods appropriate to each church context (print, spoken, digital, etc.).
- Support clergy and volunteers in how to shape communications that build trust, transparency, and grow engagement.

2. Equip and empower local people to develop long-term, sustainable communication

- Support the comms sub-team as their focus shifts from project engagement to creating sustainable church communication systems for the future.
- Support and equip the local church communicators in:
 - The rollout and integration of ChurchSuite – enabling each church to use calendars, rotas, contact lists, and group messaging to connect people and communicate church life.
 - Creation of communications strategy for each church, as well as for the larger single parish (group of churches). This will include a 12-month communication content plan (including social media) as well as who and how it will make it happen locally.
 - Building local capacity to use social platforms appropriately and effectively.
- Each church in the larger single parish will be unique, serving a specific community and having its own tradition and theology within the of the Church of England. You will help each church to define its shared voice and style that resonates with its current and future church members.

The Role

Duties and Key Responsibilities

- Provide hands-on support, training, and confidence-building to ensure every church is actively using these tools in ways that help people feel informed, involved, and included.
- Develop easy-to-use guides, templates, and checklists that local teams can continue using long after your involvement ends.
- As the Support Services team is created support the new admin staff to:
 - Develop the new larger single parish website – supporting content creation and regular updates that reflect all churches.
 - Manage the admin for the social media platforms
 - Take on the on-going comms support for the churches, managing the Church Suite admin, and modelling best-practice
 - Monitor progress and share learning
 - Track usage of communication tools across all churches and respond to gaps or challenges.
 - Encourage shared learning and mutual support.
 - Celebrate wins and highlight effective practices that can be scaled across the group.
- Share with the Fit for Mission team and the Comms team activities that may be of interest to others in Liverpool Diocese. As required connect Diocese Comms colleagues with local people whose stories will inspire others.

Person Specification

ESSENTIAL

Experience and Qualifications:

- Strong background in communications, marketing, or digital media - preferably including internal or community-focused comms
- Experience equipping others and building communication capacity in low-resource contexts
- Experience working with websites, social media, and email tools (e.g. Mailchimp, Canva, WordPress)
- Experience working in or with churches, faith-based organisations or charities
- Must be able to travel to meetings across Diocese of Liverpool
- Willing to attend evening and weekend meetings as necessary, with notice

Knowledge and skills:

- Able to assess and improve communication systems sensitively and practically
- Excellent relational skills — able to build trust and work alongside volunteers and clergy
- A mindset of empowerment — committed to helping others grow, not building dependency
- A clear communicator, both written and verbal
- Confidence in training or coaching others who are not communication professionals

Person Specification

- Organised, self-managing, and able to keep momentum across different settings.
- IT-literate and confident with tools like ChurchSuite, Microsoft Office, Canva
- Understanding of the values, language, and practices of the Church of England or similar traditions

DESIRABLE

- Communications qualification(s)
- A member of the Church of England.
- Experience leading culture change or communications strategy
- Experience of working in a church context.
- Knowledge of the structures and organisation of the Church of England.

How to apply

- ✓ Read through the helpful information on our website regarding the position and follow the link to Church Pathways to proceed with your application.
- ✓ For further support and/or questions, email **HR@liverpool.anglican.org**
- ✓ Applications are assessed based on the Person Specification - use concrete examples to help give yourself the best possible chance.

Recruitment Timeline:

- > **Applications Open: 8th September 2025**
- > **Applications Close: 21st September 2025**
- > **Shortlisting Date: w/c 29th September 2025**
- > **Interview Date: Thursday 9th October 2025**

If you would like an informal chat about the role or have any questions, please don't hesitate to get in touch via **HR@liverpool.anglican.org**

The Diocese of Liverpool are committed to safeguarding and promoting equality, we are committed to equality of opportunity, to be fair and inclusive, and to being a place where all belong. We encourage applications from candidates who are likely to be unrepresented in our workforce. These include people from Black, Asian and ethnic minority backgrounds, disabled people and LGBTQI+ backgrounds.

Get in touch

The Diocese of Liverpool is here to help with any questions or enquiries you may have about the role

Contact: **HR@liverpool.anglican.org**

Website: **liverpoolcofe.org**

Address: **St James' House, 20 St James' Road, Liverpool, L1 7BY**



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