

## 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.

### **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 Net Zero Carbon Programme

The **Net Zero Carbon programme** has been established to help the Church of England to deliver its commitment to reaching Net Zero Carbon by 2030. It aims to equip, resource and support all parts of the Church to reduce carbon emissions from the energy used in its buildings, schools and through work-related transport by 2030. The core programme team is based in the Cathedrals & Church Buildings department of the National Church Institutions (NCIs) but works with colleagues across the NCIs to manage the distribution of a grant portfolio worth £190 million across 2023-31, aimed at supporting and equipping dioceses, parishes and other parts of the Church to reach the milestones set out in the Routemap to Net Zero 2030. The Senior Communications & Engagement

Officer - Net Zero role is a key role within the core Programme Team, based in the Cathedrals & Church Buildings Department of the Church Commissioners, with responsibility for developing and implementing the Programme's Communication and Engagement Strategy.

## What you'll be doing

The purpose of this role is to **develop and deliver an effective Communications and Engagement Strategy**, primarily for diocesan audiences, that will engage, inspire and influence all parts of the Church to deliver reductions in greenhouse gas emissions. The NZC Programme works across the NCIs, and through dioceses and parishes so the strategy needs to respond to a complex audience with differing and overlapping needs, whilst maintaining consistent messaging. The Senior Communication and Engagement Officer needs to balance presenting a positive and honest perspective on the NZC journey, and engaging our communities in this, whilst being cognisant of the competing priorities and viewpoints across the Church.

The role holder will also work with the Church of England Digital and Media teams to seek ways to communicate more widely the positive environmental actions the Church is taking, and through doing this influence our church and school communities to take action themselves.

The purpose of this role is to support the Net Zero Programme Director and team with a professional communications service to ensure the successful delivery of a major Church of England programme.

### MAIN DUTIES AND RESPONSIBILITIES:

#### Communications and Engagement Strategy – Planning and Implementation

- Develop a national strategy for communications and engagement. It should primarily consider influencing and reaching those within the church with responsibility for implementing net-zero carbon actions, at national, diocesan and local level. For example, those who work for the National Church Institutions (NCIs), bishops, archdeacons, Diocesan Environment Officers, clergy, school business managers and others – especially those responsible for property and asset management. It should also consider influencing members of our local parishes and their wider communities.
- Work autonomously on strategy, implementation, engagement and delivery of the communications strategy, ensuring key stakeholders are informed of progress.
- Manage a communications budget of £100k plus a Demonstrators Churches case study budget of £90k.
- Based on the strategy, devise and maintain a plan and timeline for regular communications and campaigns. Identify and support campaigns which will be managed centrally and those delivered through a NZC workstream or project, and maintain oversight to enable consistent messaging, branding and tone.
- Develop a new way of working with the Church of England dioceses to equip diocesan communications directors and managers with communications materials, strategic thinking, suitable messaging and branding on specialist net zero topics.

- Work with NZC Programme workstream leads, across NCIs, to ensure the differing needs of these workstreams are captured and delivered by the Communications and Engagement Strategy, and that the comms budget is strategically distributed to support all of these.
- Develop a distinctive NZC Programme brand (as a sub-brand of the Church of England) to bring a cohesive look and feel to the disparate workstreams and grants from the NZC Programme. Develop assets, for NZC Programme use, based on this branding and manage adherence to the brand guidelines.
- Manage multiple complex relationships across the dioceses to ensure the strategy is implemented across the Church of England network.
- Establish excellent relationships with external suppliers – briefing design agencies, videographers, photographers, copywriters, liaising over amends and sign off process.
- Deliver high quality communications to the various audiences through different channels to support the range of initiatives within the NZC Programme.
- Oversee the creation of graphic design materials and resources to support the internal Net Zero team with presentations, meetings and webinars.
- Support wider Environment Programme communications working with external agencies and the National Environment Officer on website copy, news releases, campaign materials, monthly bulletin and social media content.
- Proactively identify PR opportunities for the Church of England's Net Zero programme and its wider Environment programme.
- Liaise closely with colleagues in the NCI Communications team to achieve the greatest impact, ensuring NZC messaging integrates with wider messaging.
- Support the media team with media requests for interviews, photo calls, events and similar. Write news releases to be published to national media and specialist publications, manage expected questions and supply suggested responses.
- Produce an Annual Report – liaising with internal stakeholders, writing content, working with a design agency and managing budget.
- Working with churches, cathedrals and schools – manage relationships and work with them to produce videos and written stories for a wider audience. This includes interviewing Bishops, Archdeacons, headteachers, clergy, school staff and pupils.
- Ensure communications around grant funding are distinct but complementary to communications on other NCI funding streams.
- Deliver workshops to train and equip diocese officers on complex communications methods, ensuring the net zero messaging is used at a local level.
- Gather feedback from dioceses to ensure there is a two-way flow of information.
- Identify where national comms assets are required and appropriate to support dioceses and deliver these.

## **Digital Media**

- Develop a suite of digital media, suitable for multiple channels, which engages our audience at different points in the NZC journey, clearly segmented and signposted by role and need.
- Manage and update online resources including pages on the Church website.
- Undertake strategic engagement with the Church of England Digital Team to position NZC comms appropriately and ensure other Church of England digital content, appropriately reflects NZC messaging.
- Co-ordinate and assemble content for electronic newsletters and issuing the newsletters to a regular schedule.
- Work with the Church of England Digital team to brief and manage social media campaigns where appropriate.
- Maintain the environment image library and collecting relevant new images as necessary.
- Support other teams, in conjunction with the Digital Media team, to prepare and distribute content, including the planning and creation of videos (production may be outsourced, but some in-house editing of Zoom recordings as a minimum). This is to include consent and permission management and quality control.
- Oversee video editing and video creation of net zero content for social media and website
- Ensure the accessibility of content, including subtitles and alternative formats.
- Engage with external designers and other content producers, including setting briefs, advising on tender submissions and coordinating feedback and final sign off.

## **Net Zero Carbon Programme Board**

- Attend Programme Board meetings when required to advise on communications and engagement matters including preparing papers as necessary.

## **Monitoring and Evaluation**

- Develop KPIs for communications and engagement along with the monitoring, measurement, evaluation and reporting methods necessary to provide Board assurance. Own the KPIs and identify areas for improvement and new opportunities.
- Create a quarterly communications report for the NZC Programme Board, and the Environment Working Group.

## **Events and Webinars**

- Support colleagues in event management (eg General Synod Fringe events, conferences). Providing event management and promotion of the Net Zero Carbon Conference supporting the Net Zero Programme Manager.
- Prepare for and attend other meetings/events as required by the NZC Programme Director.

- Work with colleagues in the NZC Programme team and the Environment Programme, to develop content for the webinar series and to assist in hosting webinars.

The main duties and responsibilities of your post are outlined in your job description. This list is not exhaustive and is intended to reflect your main tasks and areas of work. 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:

- Internal communications experience in a large and distributed organisation.
- Experience in developing and delivering successful communication strategies & plans
- Experience of leading communications across a wide range of channels (including web, social media, written, print, and audio) aimed at a wide range of stakeholders
- Experience of monitoring and reporting against communications strategies/plans.
- A strong track record of creating engaging, audience appropriate content
- Understanding of the media.

#### Skills and aptitudes:

- Ability to manage time effectively, prioritising tasks and ensuring deadlines are met.
- Excellent writing, proof-reading and copy-editing skills
- Excellent attention to detail
- Ability to analyse and target communications messaging to key audiences
- Ability to communicate complex and sensitive information in a straightforward way.
- Able to digest complex information

#### Personal Attributes:

- Able to work independently under own initiative.
- Collaborative and positive, with good influencing and inter-personal skills.
- Agile and responsive approach to change
- Discretion in dealing with confidential matters and sensitive issues

- Self-motivated and well organised
- Easy to work with – high challenge personality
- An interest and enthusiasm for environmental issues.
- Sympathy with the Church of England and its aims.
- Understanding of and commitment to equality, diversity and inclusion.

**Desirable:**

- A qualification in marketing, business, communications or training.
- Professional Qualification and membership of a relevant professional body.
- Worked or volunteered for an environmental charity or similar organisation.
- A good understanding of the structures and ways of working of the Church of England.
- Experience running webinars / workshops.
- Event management experience.
- Project management experience.

*Circumstances:*

This role may require some travel to different dioceses, and occasional evening meetings (time off in lieu will be given).

## Vacancy Summary

<b>JOB TITLE:</b>	<b>Senior Communications &amp; Engagement Officer – Net Zero</b>
<b>NCI ENTITY:</b>	Church Commissioners
<b>DEPARTMENT:</b>	The Net Zero Carbon Programme
<b>GRADE:</b>	Band 4
<b>SALARY:</b>	£48,557
<b>WORKING HOURS:</b>	35
<b>PRIMARY OFFICE LOCATION:</b>	Church House, Great Smith Street, London SW1P 3AZ
<b>HYBRID WORK ARRANGEMENTS:</b>	Home based, with regular meetings in Church House and occasional travel elsewhere
<b>SUITABLE FOR FULL HOMEWORKING</b> <input checked="" type="checkbox"/>	
<b>HOMEWORKING REQUIRED:</b>	<input checked="" type="checkbox"/>
<b>CONTRACT TYPE:</b>	Permanent
<b>IS A DBS CHECK REQUIRED? IF YES, WHICH LEVEL</b>	<input type="checkbox"/> Select level of DBS Check required
<b>IS A FAITH-BASED GOR APPLICABLE FOR THIS ROLE?</b>	<input type="checkbox"/>
<b>ORACLE POSITION CODE:</b>	8100618
<b>COST CODE:</b>	Church Commissioners CC 11153, IO 6936
<b>PARENT POSITION:</b>	8100075    Net Zero Programme Manager