

Job Description and Person Specification

Job Title	Communications Lead
Reports to	Director of Strategy and Communications
Team	Central Diocesan Support Communications
Department	Strategy and Communications
Location	London Diocesan House, Pimlico (minimum 3 days working in office)

Job Purpose	The role leads the development and execution of the Internal and External Communications and Engagement strategies for the Diocese of London. Key audiences include parishes, Church of England Christians in the Diocese, LDF staff, and the public through media outreach, supported by a PR agency. This role manages digital content and campaigns, spanning video, audio, social media, websites, and other digital communications and works closely with our PR agency on external communications. They also collaborate with the Director of Communications and London Bishops on clergy engagement and ensure brand standards are upheld across the LDF and Episcopal teams, providing guidance on marketing and print materials.
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About the London Diocese Fund (LDF) and the Diocese of London	<p>The Diocese of London is the group of Church of England organisations located in London, north of the River Thames. It is overseen by the Bishop of London and is made up of parishes, schools, chaplaincies, missional communities, and other organisations across 18 Boroughs.</p> <p>The London Diocesan Fund (LDF) is the main charity that supports the work of the Diocese as a whole by generating income, providing a wide range of services, and paying and housing its clergy.</p>
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Our Mission, Values, Ambitions and Priorities	<p>Mission: <i>For every Londoner to encounter the love of God in Christ.</i></p> <p>Ambitions: <i>Confident Disciples, Compassionate Communities, Creative Growth.</i></p> <p>Priorities: <i>Growing Younger, Safer Churches, Striving for Racial Justice - to reach every Londoner, we need to reflect the diversity of our city and be a welcoming, safe place.</i></p>
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Equality, Diversity, and Inclusion Statement	The Diocese of London is committed to creating and sustaining a diverse and inclusive workforce which represents our context and wider community. We are aware that those of Global Majority Heritage/United Kingdom Minority Ethnic (GMH/UKME), women, and disabled people are currently under-represented among our clergy and workforce, and we particularly encourage applications
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from those in these groups with the relevant skills and experience that will increase this representation.

Safeguarding Statement

The Diocese of London is committed to safeguarding and promoting the welfare of children, young people, and vulnerable adults.

Job Scope

Direct and indirect reports	Communications Assistant
Budget responsibilities	The Communications Budget (over £100k including agency spend)
Revenue responsibilities	NA
Key Relationships	<ul style="list-style-type: none">• Bishops and Archdeacons• Luther Pendragon (PR agency)• Works with Director Strategy and Communications on key campaigns• Works with, and offers consultancy to, LDF colleagues• Manages the Communications Assistant• Seeks out relationships with clergy and lay people in our parishes

Job Responsibilities

Leadership

- Lead the Communications Team, which includes the Communications Assistant and the PR agency
- Implement the internal and external Communications and Engagement strategies and planning for the Diocese of London – ensuring the themes of our 2030 Vision are prevalent throughout. This involves managing the news cycle, news creation, targeted campaigns, engagement campaigns with church leaders and pushing content through digital and social channels at our disposal.

Media and Reputation Management

- Drawing significantly on our PR agency, managing media relations and ensuring the agency deliver to the diocesan media strategy
- Understand and mitigate the Diocese's reputational risks through strategic communications planning, execution and crisis management, in consultation with the Director Strategy & Comms and external consultants.
- Lead, report on and take corrective action from measuring our Communications engagement with a particular focus on two-way digital communications with our 400 parishes
- Hold the relationship and SLA management with our PR agency, ensuring their work and response is strategic, drawing out the best of parish mission and ministry, as well as reacting to reputational issues as they arise
- Manage the www.london.anglican.org website, and use Google analytics, to improve the relevance of content, user journey and look and feel
- Use and encourage appropriate use of social media channels in the LDF team and across the Diocese.

- With support from the Communications Assistant, manage the forward news planner and weekly news cycle, in line with the communications strategy – liaising with key spokespeople, including senior staff and clergy
- Oversee the creation of marketing and video content for the LDF, creating briefs and managing agencies where required

Internal Communications

- Lead the LDF Staff Communications and Engagement strategy, working closely with HR and the Senior Management Group. Support the LDF staff in ensuring their work and service is professionally and effectively communicated across the internet, from the main website and sub-sites through to third party websites.

Other duties

- Complete other duties commensurate of the role.
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Person Specification

**Qualifications,
experience,
knowledge,
skills, and
other
requirements**

Criteria	Essential	Desirable
<i>Education and experience</i>		
Experience of implementing communications strategy	X	
Experiencing in delivering content across multiple channels and digital platforms	X	
A proven leader of employee engagement – drawing on a range of techniques to demonstrate listening and capturing feedback	X	
Proven ability and demonstrable success in leading, implementing and measuring data-lead digital and social campaigns	X	
Experience of managing stakeholders to translate a broad range of aims and objectives into an effective digital campaign	X	
Experience of working with content management systems and website development and email marketing platforms	X	
<i>Knowledge and skills</i>		
An awareness and understanding of Christian witness and evangelism	X	
A successful record in growing online communities in size and engagement	X	
Ability to lay out digital content in a clear, accessible and visually engaging way	X	
<i>Other requirements</i>		
Comfortable and confident promoting the Church of England and faith in Jesus Christ in the digital public square	X	
Build consensus and positive relationships within and across teams	X	
Right to work in the UK	X	
Professional confidence to gain trust of senior internal stakeholders		X

Person Specification – Competencies and Behaviours	
Focus on Self	Recognises impact of own behaviour and emotions on self and adjusts accordingly
	Respects and represents LDF in an honest, ethical, and professional way and encourage others to do so; enables others to understand the legislation and policy framework within which they operate
	Recognises, respects and responds to differences in culture, style and viewpoint
	Positively utilises diversity as a strength in line with LDF values Promotes inclusive practices
Focus on Others	Implements processes for effective non-verbal communication within and outside area of responsibility; speaks in a highly articulate manner and presents with credibility, engages varied audiences and tests levels of understanding
	Translates technical and complex information concisely for diverse audiences
	Builds and uses connections with colleagues, communities and partners within and outside the LDF; fosters cooperation across workgroups
	Uses multiple strategies to identify key stakeholders and gain their support in advance Influences strategy and decision making with a fair, considered and sound approach and presents persuasive, counter-arguments
Focus on Service	Maintains high level of awareness of issues affecting people and advocates and negotiates for people issues within social, political and/or other environments as appropriate; establishes and facilitates pastoral care systems
	Fosters a culture of excellence in service delivery; establishes targets for services
	Effectively manages complex operational activities with competing priorities and requirements; monitors the execution of accountabilities in line with requirements
Focus on Team	Identifies and follows safe work practices; takes action to address hazards, near misses and incidents
	Understands, takes actions to address and supports other in safeguarding and safer churches policy and procedure
Focus on Organisation	Enables others to understand the strategic direction of LDF and explains the reasons behind decisions; connects with others outside of direct team/department for information and expertise to support own activities and objectives and achieve alignment
	Actively and continuously expands own network to meet strategic goals; identifies and creates opportunities to initiate new partnerships that will facilitate the achievement of strategic and organisational goals
	Researches and reviews arguments, opinions and interrelationships before making judgements; sources valid, reliable, and sufficient information to make sound decisions