

# ROLE PROFILE FOR COMMUNICATIONS OFFICER

Within the Pensions Board's Financial Wellbeing Services Function

## About the Church of England Pensions Board

The Church of England Pensions Board provides retirement services to those who serve or work for the Church. Both a regulated pension fund and registered charity, more than 44,000 people rely on us for their pensions. A leader in ethical and responsible investment, we carefully steward the £3.4bn of pension savings entrusted to us to not only grow our members' pensions, but also to drive systemic and lasting change across the industries and sectors in which we invest for a just and sustainable world. The Board also supports 2,500 retired clergy with housing, including managing a national portfolio of 1,200 rented homes and Community Living options.

**Supported by a multi-million pound grant from the wider Church, we are setting up a new function responsible for engaging with clergy at all stages of life and ministry on their current and future plans, offering access to grants to kick-start saving, bespoke advice at key life stages and tailored products that will give our customers more choice about their future.**

**We are looking for a skilled and thoughtful Communications Officer to join our new team, responsible for delivering clear, empathetic and accessible communications that support clergy and diocesan teams across the country. You will lead day-to-day messaging across digital and offline channels for this new service, including developing online content and other materials, ensuring these work for the intended audience. Working closely with colleagues in events, customer support and insight, you'll help shape how we engage, inform and respond—making sure every communication builds trust, clarity and confidence.**

## Our values

We want the Pensions Board to be a great place to work. For us that starts by ensuring that everyone feels that they belong and are valued for who they are and what they contribute.

Living out our values in all that we do, we:

- Strive for **Excellence**
- Show **Compassion**
- **Respect** others
- **Collaborate**
- Act with **Integrity**

The Pensions Board, as part of the National Church Institutions (NCIs) of the Church of England, offers 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.

## What you'll be doing

You will plan, create and coordinate clear, relevant communications that drive engagement with the new package of support for clergy around financial wellbeing. This will include supporting engagement with clergy and diocesan partners, and encouraging take up of events, tools and products. You will be responsible for creating/maintain great online content, promoting planned events, producing accessible written materials, and designing relevant and targeted communication campaigns working as part of an integrated team with other Pensions Board functions. This role will involve building and managing relationships with diocesan communications teams, other Communication specialists within the National Church, and external suppliers to deliver timely, consistent and measurable communications across digital and offline channels.

### MAIN DUTIES AND RESPONSIBILITIES

*You will:*

#### Content Management and Editorial Standards

- Curate, design, maintain and update the content of our new financial wellbeing portal.
- Devising and delivering creative ideas for digital, audience-focused content e.g. event videos, case studies etc - incorporating recording, editing, audio content etc - to support newsletters, emails and portal development.
- Work within and continue to evolve our tone of voice guidelines, to ensure our communications are in plain English, accessibly and relevant to our audiences.
- Curate resource packs and how-to guides
- Uphold editorial standards, quality control, version control, and approval workflows

#### Planning and Delivery

- Work as part of a wider Pensions Board network focused on integrated communications planning.
- Working with senior leaders, to design and execute targeted and long-term communications campaigns to deliver strategic goals.
- Coordinate our email and newsletter activity, working with other teams to get consistency of message across other channels (e.g. through social media or into Church/diocesan networks).

Support product pilots, service launches, and local events

#### Materials Production and Supplier Oversight

- Draft written materials: emails, guides, briefs, articles
- Commission and manage supplier-produced collateral
- Oversee procurement, supplier relationships, and template libraries

March 2024

## **Stakeholder Engagement and Event Support**

- Collaborate with Pensions and Housing colleagues to help align messaging to different customer groups.
- Support senior leaders with internal team updates.
- Act as the main communications contact for the service, working with diocesan communication teams, the NCI comms team, and existing/potential service partners.
- Collaborate with our Events Coordinator on promotional and post-event materials

## **Insight, Compliance, and Continuous Improvement**

- Use data to segment audiences, test messaging, and measure impact
- Monitor performance metrics and report on campaign outcomes
- Ensure adherence to data protection regulations in our communication approach.
- Support the Board's Safeguarding policy and procedures
- Embed best practices: editorial calendars, A/B testing, and single-source content governance

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**

#### *Knowledge & experience*

1. Experience producing clear, audience focused communications across digital and offline formats, including written content, short-multimedia resources, marketing materials, social media content and videography (including overseeing basic audio/video editing)
2. Experience maintaining website or portal content and using content management systems.
3. Experience planning and delivering targeted campaigns, including email newsletters and event promotion.
4. Experience working with subject matter experts to convert technical material into accessible guidance.
5. Experience of working with customers to develop a strong customer voice and incorporate feedback iteratively.
6. Practical application of data protection, privacy and safeguarding principles within communications.

7. Experience liaising with external suppliers such as designers, printers or digital agencies.
8. Experience using basic analytics to measure and report campaign performance.
9. Clear understanding of digital best practice, including user-centred design, customer experience and accessibility

#### *Skills & abilities*

10. Excellent writing and editing skills with a strong command of plain English and tone appropriate to clergy and diocesan audiences.
11. Able to spot and realise creative opportunities e.g. to rethink how information could be redesigned or presented differently to more effectively convey a message
12. Confident user of content management systems, email campaign tools and basic analytics dashboards.
13. Strong planning and organisational skills, able to manage an editorial calendar and competing deadlines.
14. Good stakeholder management skills, able to work with internal teams, clients, subject matter experts and suppliers.
15. Able to use simple performance data to refine messaging and improve reach.
16. Strong attention to detail to support maintaining high standards of accuracy, version control and quality assurance.
17. Proactive, adaptable and able to work independently and as part of a small delivery team.

#### **Desirable**

18. Experience working with church or diocesan networks, charitable or public sector audiences.
19. Formal qualifications in communications, marketing, journalism or related disciplines.
20. Experience of audience segmentation and A/B testing tools.

## Vacancy Summary

<b>JOB TITLE:</b>	<b>Communications Officer</b>
<b>NCI ENTITY:</b>	The Church of England Pensions Board
<b>DEPARTMENT:</b>	Housing
<b>GRADE:</b>	Band 4      Standard Point
<b>SALARY:</b>	£48,557
<b>WORKING HOURS:</b>	35
<b>PRIMARY OFFICE LOCATION:</b>	Home-worker
<b>HYBRID WORK ARRANGEMENTS:</b>	To be based remotely

**SUITABLE FOR FULL  
HOMWORKING:** ☐

**HOMWORKING REQUIRED:** ☒

**CONTRACT TYPE:** Permanent

**IS A DBS CHECK REQUIRED?  
IF YES, WHICH LEVEL** ☒  
Basic

**IS A FAITH-BASED GOR  
APPLICABLE FOR THIS ROLE?** ☐

**ORACLE POSITION CODE:** 8104318

**COST CODE:** 31445

**PARENT POSITION:** Head of Customer Service