



Diocese of Newcastle

Communications & Engagement Officer (Voluntary Giving)

3 years fixed term

Hours

0.5 FTE

Salary

£16,163 rising to £16,648
after a 3 month probation

(£32,326 to £33,296 FTE)

Benefits

- 10% of pensionable salary as an employer contribution into our pension scheme; 9.5% plus 0.5% life cover
- 25 days holiday, plus 4 customary days and bank holidays, pro rata
- Access to EV and Cycle to Work salary sacrifice schemes
- EV charge point access
- Free parking

Line Manager

Head of Voluntary Giving

Key Relationships

- Generous Giving
- Communications Team
- Clergy and lay leaders
- Volunteers/communities

Role Background

Throughout life's journey, churches across the Diocese of Newcastle are there to serve their communities — offering care to those in need, hope in times of challenge, and a place of welcome, belonging and support through life's transitions, unexpected moments, and encounters with God.

The impact of parish ministry reaches far beyond church buildings. Through the commitment of clergy, lay leaders and volunteers, local churches transform lives and contribute positively to the communities they serve.

This vital ministry is supported by significant financial investment, with almost £8m required each year to fund essential areas such as training, safeguarding, clergy support and living costs. Around £4m of these costs are met through the generous voluntary giving of parish churches, who work tirelessly throughout the year to sustain ministry across the diocese.

As financial pressures continue to grow, we are exploring new and innovative ways to increase income. Central to this is strengthening our relationships with supporters and clearly demonstrating the lasting impact made possible through voluntary giving.

The Communications and Engagement Officer (Voluntary Giving) will play a key role in advancing this work by increasing awareness, inspiring generosity, and maximising opportunities for engagement through effective digital communications, compelling storytelling, and the use of data and key metrics to demonstrate the impact of voluntary giving.

Generously funded for three years by the Archbishops' Council, through the National Giving Team, this post represents a key investment in our wider commitment to developing a more sustainable approach to income generation and strengthening the future of voluntary giving.

About Us

The Diocese of Newcastle is the Church of England's most northerly diocese. Formed in 1882 the Diocese covered an area almost equivalent to the then County of Northumberland. With 169 parishes across 2,110 square miles the Diocese covers the local authorities of Northumberland, Newcastle, North Tyneside and also small parts of County Durham and Cumbria.

Under the episcopal leadership of our diocesan bishop, the Rt Revd Dr Helen-Ann Hartley and the suffragan Bishop of Berwick, the Rt Revd Mark Wroe we are resourced by two Archdeacons, and a team of lay and ordained officers who support the development of mission and ministry across the Diocese of Newcastle. Our Cathedral, under the leadership of The Very Revd Lee Batson, is a vibrant place of significance and worship.

There are 12 deaneries within 2 archdeaconries (Lindisfarne and Northumberland) which serve a population of 831,600 people across a variety of communities ranging from sparse rural to market towns, suburban and larger inner-city areas. We have a current cohort of 107 stipendiary clergy (office holders) as well as 26 self-supporting clergy and 43 Readers alongside a number of chaplaincies, pioneers, and new and emerging worshipping communities.

A central support team is based at Church House, North Shields. Church House is also the base for the Joint Education Team and Joint Communications Team (both serving the Dioceses of Durham and Newcastle), the Lindisfarne College of Theology and a well-stocked Religious Resources Centre.

This is an exciting time in our diocese, with hope for renewed energy and vision as we engage with God's mission. With our outward-facing values of seeking, sharing, and sending we are seeking to enable more and different people to experience life to the full. This is a beautiful part of England, founded on the rich spiritual heritage of the Northern saints. All of life is here, from upland rural to inner city, from coastal beaches to National Park trails.

Lindisfarne Deaneries



Northumberland Deaneries

- 1 Newcastle West
- 2 Newcastle Central
- 3 Newcastle East
- 4 Bedlington
- 5 Tynemouth



Role Overview

We are seeking an experienced and enthusiastic communications and engagement professional to develop and deliver communications that support voluntary giving and fundraising across the diocese.

You will be part of the Voluntary Giving Team, which includes the Generous Giving function, and work in partnership with the diocesan Communications Team to ensure a coordinated, consistent and effective approach to communications and engagement.

Working collaboratively with both teams, you will engage key audiences through targeted, relevant and inspiring content that brings the impact of generosity to life and encourages deeper connections with the wider mission and ministry of the diocese.

A creative storyteller who understands the power of authentic experiences and real-life examples to inspire action, you will know how to communicate the impact of giving in a way that connects with specific audiences and builds meaningful relationships with existing supporters while reaching new ones.

As a visible representative of the Voluntary Giving Team you will regularly visit church projects and initiatives to see first-hand the impact that generous giving has on lives and local communities.

You will be tenacious in uncovering evidence that demonstrates impact, confidently analysing statistics and identifying new insights that strengthen the case for support. By combining qualitative stories with robust data, you will create persuasive communications that build trust and inspire generosity.



Key Responsibilities

Supporter care

- Work closely with the Head of Voluntary Giving to develop, deliver and continuously improve communications to strengthen supporter relationships, enhance the supporter journey and inspire long-term engagement and generosity.
- Work closely with the Head of Voluntary Giving to develop clear and compelling messaging around the purpose of voluntary giving, the need for support and the impact of giving to the Diocese of Newcastle.

Fundraising communications

- Develop and deliver compelling fundraising communications across a range of channels, including email campaigns, website content, digital media and printed materials.
- In partnership with the Communications Team, enhance our audience segmentation approach to ensure regular, inspiring communications are effectively tailored to supporters, stakeholders, and other key audiences, maximising engagement and impact.
- Work with the Communications Team to ensure all fundraising communications align with the wider communications strategy, adhere to brand and style guidelines, and maintain a consistent diocesan voice and identity.

Engagement

- Work collaboratively with colleagues, volunteers, and church communities to identify compelling stories linked to voluntary giving, to inspire further generosity and engagement.
- Meet with people face to face as a representative of the Voluntary Giving Team, building trust and putting them at ease so they feel comfortable sharing their experiences. Capture and tell their stories with authenticity, compassion, and sensitivity, ensuring their voices and experiences are represented with integrity.

Impact data analysis

- Support the collection and development of robust data to evidence our contribution to the impact economy, strengthen understanding of our impact, and demonstrate the difference we make.
- Analyse and interpret data from a range of sources to measure impact, identify emerging stories and insights, and inform engaging communications content.

About You

Qualifications

Educated to degree level or equivalent experience	E
Full UK driving licence.	E

Knowledge & Experience

Experience of delivering effective fundraising communications or marketing campaigns	E
Experience creating engaging content for a range of channels, including digital and print	E
Demonstrable experience of using e-marketing and email marketing platforms, such as Mailchimp or similar tools, to develop, deliver and evaluate targeted communications or campaigns that strengthen audience engagement and enhance the supporter journey.	E
Strong written, verbal and visual communication skills, with the ability to adapt messages for different audiences.	E
Strong IT skills, including experience with Microsoft Office and digital design tools such as Adobe Creative Cloud, Adobe InDesign, Canva or similar.	E
Experience of building relationships with key stakeholders to identify and develop compelling stories that inspire engagement and action.	E
Demonstrable experience of proactively researching and analysing data to uncover evidence, generate insights, and strengthen the case for support.	E
Experience of using CRM or donor management systems to maintain accurate records, support engagement activity, and inform effective relationship management.	D
Experience of developing communications strategies to reach different audiences.	D
Experience of working in a church, charity, fundraising or community-focused environment.	D
Understanding of Christian giving and the role of generosity in supporting mission and ministry.	D
Knowledge of the Church of England, its structures and the opportunities and challenges facing local churches.	D

About You

Personal Qualities

A creative and motivated self-starter who also enjoys working collaboratively as part of a team.	E
A confident communicator who can build positive relationships with a wide range of people.	E
Organised and able to manage competing priorities while delivering high-quality work to agreed deadlines.	E
Able to work sensitively and effectively with clergy, volunteers, colleagues and diverse communities.	E
A thoughtful storyteller who understands the importance of listening, authenticity and trust.	E
Able to represent the diocese positively and warmly, acting as an ambassador for its mission and values.	E
Committed to safeguarding, GDPR compliance and safe working practices.	E
An understanding of the Code of Fundraising Practice	E
Understanding of and commitment to the mission of the Church and the Christian faith.	E

Other

Ability to work flexibly, including occasional evenings and weekends where required.	E
Access to a vehicle insured for business purposes (mileage expenses paid at an appropriate rate).	E

Diversity

This role is open to a lay or ordained person. We are committed to building a diverse and inclusive workplace and encourage applications from all backgrounds, particularly those from UK Minority Ethnic / Global Majority Heritage (UKME/GMH) background who are currently underrepresented. We understand the benefits of employing individuals from a range of backgrounds, with diverse cultures and talents. We aim to create a workforce that:

- values difference in others and respects the dignity and worth of each individual;
- reflects the diversity of the nation that the Church of England exists to serve;
- fosters a climate of creativity, tolerance and diversity that will help all staff to develop to their full potential.

We are committed to being an equal opportunities employer and ensuring that all employees, job applicants, customers and other persons with whom we deal are treated fairly and are not subjected to discrimination. We want to ensure that we not only observe the relevant legislation but also do whatever is necessary to provide genuine equality of opportunity. We expect all of our employees to be treated and to treat others with respect. Our aim is to provide a working environment free from harassment, intimidation, or discrimination in any form which may affect the dignity of the individual.

Standards of Behaviour and Conduct

Employees are expected to act at all times with due consideration for others and in a manner befitting their position as employees of the Church and as professionals, whatever their job.

Health and Safety Responsibilities

The Newcastle Diocesan Board of Finance takes Health and Safety at work very seriously and require their employees to familiarise themselves with, and follow, their policy

How to apply

To apply for this post please [click here](#)

Closing date: Tuesday 1st September 2026

Interviews to be held: w/c 7th September and w/c 14th September 2026

*To arrange an informal conversation about the role please contact
Head of Voluntary Giving, Joanne Christie, j.christie@newcastle.anglican.org*