

Diocese Recruitment Pack

Digital Marketing Officer



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: Communications Officer

Reporting to: Communications Manager & Head of Communications

Salary: £27,461 per annum

Hours: 35 hours per week

Location: St James House, 20 St James Road, Liverpool, L1 7BY

Role Summary:

Join a team marketing world-class exhibitions, concerts, cultural events and gala dinners in the UK's largest cathedral and the fifth largest in the world. From Helios, Anish Kapoor Monadic Singularity, the Liverpool FC Charity Gala Dinner and Cream, to major concerts and seasonal spectacles, you'll create campaigns for experiences that have established Liverpool Cathedral as one of the world's most distinctive and inspiring cultural venues and cathedrals.

This role is central to helping Liverpool Cathedral share the stories that bring our mission to life. The focus is on gathering compelling, authentic stories from across the Cathedral, capturing the richness of our worship, music, heritage, visitor experience, world-class events and incredible exhibitions. Through engaging content, you will communicate the Cathedral's impact, celebrate the people

This isn't always a desk-bound role. We want you out in the Cathedral capturing powerful stories and the moments that define who we are, then amplifying them to maximise their impact across our communications.

Liverpool Cathedral is a historic and high-profile organisation shaped by inspiring people, compelling narratives, world-firsts and real opportunities to deliver career defining work.

The Role

Tasks and Objectives

Managing and developing our websites

- To have oversight of the Liverpool Cathedral website, working collaboratively with colleagues to ensure they are consistent in tone, look and feel
- To ensure our website is effective and up to date with fresh content and relevant information
- To provide analytical statistics in web performance

Producing and publishing stories

- Assist with planning and logistics for content capture, including drafting briefs to ensure all participants are well-prepared ahead of schedule
- Contribute to a content calendar and forward planning, maintaining a consistent stream of impactful stories that reflect lived experiences of the Cathedral and key milestones
- To maintain and ensure distribution of our Cathedral Newsletter
- Actively gather content across the Cathedral, focusing on storytelling that captures the heart of everyday life, with an emphasis on resonating and connecting with both a local, regional, national and international audience

Social media development

- To plan, schedule and publish content across our social channels and professionally maintain the social media presence of Liverpool Cathedral, including inputting posts into a dedicated social media plan
- To further integrate our communication activities across a variety of media platforms
- To proactively spot trends and opportunities in social media communications. As part of this role, you'll have the freedom to develop original campaign ideas and the autonomy to bring them to life. You'll help set us apart from other cathedrals, delivering work that not only stands out creatively, but also achieves meaningful results
- To engage with followers, monitor user-generated content and respond to queries in a timely manner
- Package and edit content for specific platforms, including unbranded video for press, in-depth written content, longform for YouTube or short form for social media
- Lead on posting on social media, drafting engaging posts that drive engagement and connect with worshippers. Also support press distribution if required

The Role

- Create paid ads and own paid ad budgets
- With more than 60.5k likes on TikTok, you will lead the creation and management of the channel, using it to distinguish us not only from other cathedrals – we were the first cathedral in the country to join the platform – but also from our other social media channels, through engaging, platform-specific content

Bloomberg Connects

- Own and manage the upkeep of the Bloomberg Connects app, which offers free audio and digital guides. Liverpool Cathedral was the first cathedral in the UK and Europe to join the app

Media relations and campaigns

- To support in building good relationships with key local media outlets, especially influencers that align with Liverpool Cathedral
- Identify and tailor content to suit the appropriate comms channels, be it social media, newsletter, standalone press story or part of a comprehensive press pack to equip journalists with key assets
- To lead on influencer management and engaging with key partners when it comes to marketing key Cathedral events
- Respond to visitor reviews

Reporting

- Monitor content performance and help shape broader strategy by sharing insights from your on-the-ground experience into what's working and where improvement is needed, helping to inform future direction and comms

Events

- To assist with the communications and press management at events
- To liaise with our photographer to arrange photography of the Cathedral
- Own the Cathedral internal ticketing systems and create custom communications and correspondence with ticket sales
- Work with finance to ensure VAT and payment is allocated to correct areas for different ticketed events

Person Specification

Essential Requirements:

Qualifications

- Educated to degree level or substantial work experience with continuous professional development

Experience

- Experience of website management and SEO, especially on WordPress
- Experience and understanding of digital analytics to make informed marketing decisions
- Have experience of email marketing and use of delivery systems such as MailChimp
- Experience using CRM systems
- Experience using all social media platforms
- Experience using Eventbrite
- Experience of all paid ad functions

Knowledge and Skills

- Excellent communication skills, written and verbal
- Able to present confidently face-to-face to groups and individuals
- Excellent organisational skills
- Able to prioritise tasks to meet deadlines

Personal Qualities

- Someone who is approachable, friendly and willing to take ownership and responsibility for their own work, while also collaborating well with others

Work Related Circumstances

- To be in sympathy with the work and mission of the Cathedral

Person Specification

Desirable Requirements:

Qualifications

- Digital Marketing qualification e.g DMI, CIM, British Academy of Digital Marketing etc
- Google Academy / Garage

Experience

- Experience leading and managing search engine marketing and/or display advertising campaigns
- Knowledge of copyright, intellectual property rights and GDPR

Knowledge and Skills

- Demonstrates a working knowledge of the Cathedral and its role within the Liverpool City Region

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: 23rd July 2026**
- > **Applications Close: 6th August 2026**
- > **Shortlisting Date: TBC**
- > **Interview Date: TBC**

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**



Diocese of
Liverpool

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