

## **JOB DESCRIPTION AND PERSON SPECIFICATION**

<b>Job title:</b>	Communications Officer
<b>Department:</b>	Communications
<b>Reports to:</b>	Diocesan Secretary
<b>Key working relationships:</b>	Diocesan Secretary Bishop's Communication Advisor DBF Senior Leadership Team Members of Bishop's Staff Team Safeguarding Team Parish Clergy and Parish Officers
<b>Place of work</b>	The person appointed will be based in the Hove office with the option to apply to use the diocesan remote working policy for part of the week.

### **1.0 Main purpose of job**

- To provide clear, accurate information about the work of the Diocese of Chichester through a range of platforms.
- To deliver the diocesan communications strategy and provide a full communications service including responding to media enquiries.
- To engage with our broad range of stakeholders to tell the story of our diverse church communities in the Diocese of Chichester.
- To provide communications advice and support to parishes to encourage local engagement and participation.

This is post is a job share each role working 3 days per week with one day overlapping The two Communications Officers will work closely and collaborative to deliver objectives and outcomes. Each postholder will share core communications tasks whilst focusing on a key area of delivery to ensure seamless cover, a consistent voice and continuity to the role (Role 1 – Engagement & Content, Role 2 – Digital and Video focus).

## **2.0. Principal shared responsibilities**

- 2.1. To create, coordinate and support imaginative communications campaigns in alignment with the diocesan strategy.
- 2.2. To source, generate and publish content reflecting the needs of the diocese and its communities and stakeholders through both traditional and digital media platforms.
- 2.3. To respond to direct media enquiries and provide communications and public relations support in times of crisis in collaboration with the Bishop's Communications Adviser and other colleagues as necessary.
- 2.4. To provide communications advice to Senior Staff and parishes on media and communications matters.
- 2.5. To build strong relationships with senior staff, parishes, clergy and stakeholders to identify and tell the story of our diverse church communities in the Diocese of Chichester.
- 2.6. To develop, manage and maintain the diocesan website as a key platform for the delivery of diocesan resources, news and information.
- 2.7. To provide training and support to parishes on communication best practice relating to both traditional and digital media channels.
- 2.8. To participate in regional and national Church of England communications networks.

### **Role 1 - Communications Officer (Engagement & Content focus)**

This role has a specific focus on ensuring the communication team have appropriate and timely engagement with stakeholders around the diocese.

The post holder will proactively engage with stakeholders to gather and develop content for diocesan publications, press releases and digital platforms which align with the diocesan strategy and enables all those that participate in the life of the Church feel informed, supported in their local discipleship, mission and ministry.

### **Role 2 - Communications Officer (Digital & Video focus)**

This role has a specific focus on the development and delivery of digital media content which aligns with the diocesan strategy and enables all those that participate in the life of the Church feel informed, supported in their local discipleship, mission and ministry.

This will include the delivery of social media campaigns; planning, scripting and filming video content; managing and developing social media channels and monitoring the success of digital campaigns and activities.

## **2.0 General responsibilities**

- 2.1 The post holder will comply with all standards, policies and procedures set by the diocese including, but not limited to, those governing safeguarding, health and safety, data protection and confidentiality and equal opportunities.
- 2.2 The post holder is required to:
- support the ethos, aims and objectives of Christianity, the Church of England and the diocese;
  - keep up to date with developments in their area of work;
  - participate in the performance management process
  - engage in training and continuous professional development activities.
- 2.3 The post holder will be required to travel across the diocese.
- 2.4 The post holder will be required to work outside normal office hours including occasional weekend working, subject to time off in lieu.
- 2.5 The DBF is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All post holders are expected to share that commitment.
- 2.6 This job description details responsibilities but is not prescriptive and does not direct any particular priorities or amount of time to be spent carrying out the duties. It is not necessarily a comprehensive definition of the post, and the post holder may be required to undertake other duties and responsibilities commensurate with the level and scope of the post. This job description may be subject to amendment, to meet the changing needs of the diocese, following appropriate consultation.

**Review Date:** May 2025

**Signature of Line Manager:**

**Signature of Employee:**

**Next Review Date:** May 2025

## PERSON SPECIFICATION

Criteria		Essential	Desirable
<b>Qualifications and Experience</b>	A degree in Journalism, Public Relations, Communications or a related field.	√	
	Proven experience of delivering communication strategies and multi-channel communications plans.	√	
	Experience of providing press and media support and crisis management.	√	
	Experience of providing communications training.		√
	Experience of using Adobe Creative Cloud applications.		√
	Experience in website editing.		√
<b>Skills and Abilities</b>	Excellent written and verbal communication skills, demonstrating agility in crafting stories for multiple audiences and platforms.	√	
	Ability to create, develop and edit content and copy for a range of platforms, including print, digital and social media.	√	
	Can demonstrate competence in creating and editing digital video content.	√	
	Ability to manage a variety of social media platforms including Facebook, Twitter and Instagram.	√	
	The ability to establish and build strong relationships with colleagues and stakeholders.	√	

	The ability to work on own initiative and manage workload efficiently.	√	
	Good IT skills, including knowledge of Microsoft 365: Word, Excel, Outlook, SharePoint and PowerPoint	√	
<b>Personal qualities</b>	Committed to and confident in the aims and ethos of the Diocese of Chichester and the mission and ministry of the Church of England.	√	
	Willing to work outside normal working hours if required.	√	
	Able to travel around the diocese for the purpose of the role.	√	