

**JOB TITLE:** Communications Officer

**LOCATION:** Diocesan Office, St. Nicholas Church, Boley Hill, Rochester

**GRADE:** Grade 6

**REPORTING TO:** Communications Manager and Bishops Media Adviser

### **PURPOSE OF JOB**

Promote the strategic life and work of the people, places and support teams of the diocese by developing engaging and creative content which shares the story of our diocesan vision and priorities.

### **PRINCIPAL ACCOUNTABILITIES**

1. Capture and share stories and information across a range of traditional and creative media, including video, digital, printed publications (such as the diocesan magazine), which demonstrate and support the mission and ministry of the diocese.
2. Proactively identify and act upon communication opportunities offered by diocesan decisions, activities and initiatives, which underpin our diocesan vision and values.
3. Develop the use of relevant social media platforms, and leverage new communication trends and techniques as appropriate, to shape content and messaging, and to improve our impact online.
4. Work to a brief to plan and execute effective storytelling appropriate to specific media channel/s, which reflects and raises awareness of the work and vision of the diocesan family.
5. Work collaboratively with different diocesan teams to shape campaigns, creating a range of resources and materials.
6. Create good relationships with parishes and church role-holders, to support them in communicating their own mission and ministry to their local audiences, including local media.
7. Produce editorial content for the website and other channels, including the diocesan magazine, which represents and reflects the diversity of the diocese.
8. Understand different internal and external stakeholders and shape appropriate material accordingly.
9. Provide additional support to the Communications Manager as needed.

## **SKILLS AND EXPERIENCE**

- A background in journalism, broadcast media or other related multi-media sector
- Strong editorial judgement
- Digital editing skills
- Experienced at working as part of a collaborative team
- Flexible, with an ability to work independently and use own initiative
- Able to build positive working relationships with colleagues and stakeholders
- Can demonstrate creativity and flair for dynamic content
- Excellent written and visual communication skills
- Experience and understanding of social media and analytics
- Experience working with external media
- Able to access all parts of the diocese, sometimes at weekends or evenings
- As the post holder will, at times, be the public face of the diocese, the successful candidate must feel able to support the Diocesan Ethos Statement and uphold the teaching and the current guidelines of the Church of England.

## **COMPETENCIES**

**Achievement Drive** – A concern for working well. A desire to take action; doing more than required; doing it before it is required. It includes staying focused on goals over an extended period of time.

**Relationships** – The ability to understand the perspectives, feelings and concerns of others and build or maintain relationships with people who are, or may someday be, useful in achieving goals.

**Persuasiveness** – The ability to convince others of a view, conclusion, position etc. Includes the development of subtle strategies specifically designed to get others to go along with or support one's agenda.

**Thinking Ability** – The ability to breakdown a problem or situation into its component parts, identifying implications and the key underlying issues.

**Independence** – A demonstrated belief in one's capability to select an appropriate approach to a situation. It includes confidence in one's judgement or opinion and the ability to handle failure effectively.

**Adaptability** – The ability to adapt to and work with a variety of situations, individuals or groups.

**Teamworking** – The willingness and ability to work co-operatively and collaboratively with others.