



The Church of England

Diocese of Ely

“What Language Should We Use?”

This is a guide for parishes writing Parish Profiles and Patrons and Archdeacons preparing advertisements.

Research shows that the choice of language in advertisements and role specifications has a strong influence on both the *number* and the *variety* of candidates attracted to a post. We therefore encourage Patrons and Archdeacons with responsibility for writing the advertisement and Parishes with responsibility for writing person specifications and parish profiles to use language of the style described.

On the reverse of this leaflet you will find two examples of person specifications for an imaginary Parish post, illustrating two possible uses of language. The qualities sought in the person specifications are the same; they are simply expressed in different ways.

- Version A uses language that will restrict the range and number of applicants for a post.
- Version B uses a style of language shown by research to attract a greater breadth and number of applicants.

We hope the examples here will give a feel for the best language for advertisements and Parish Profiles.

This guide suggests words and phrases which have been shown to help to attract the widest possible range of applicants for clergy posts.

The following words encourage a greater number of variety and applicants to posts:

Affectionate
Cheerful
Collaborate
Committed
Communal
Communicate
Compassionate
Connect
Conscientious

Co-operate
Dedicated
Dependable
Emotional
Empathy
Honest
Interpersonal
Interdependent
Kind
Loyal

Nurture
Responsible
Sensitive
Sociable
Support

Together
Trust
Understand
Warm

The following phrases from advertisements for clergy appointments illustrate how this style of language might be used:

- Enable creative thinking about....
- Support and encourage the church family in change....
- Nurture the church community as it grows in depth and breadth...
- Committed, collaborative team...
- Develop networks of relationships in the local community...
- Highly emotionally intelligent...
- Empathize with young people...
- Connect more fully with...
- Preaches with sensitivity and understanding...
- Bring people together to engage with...
- A skilled and sensitive communicator experienced at juggling complex demands...
- Desire and skills to draw people...
- Share our commitment to...
- Committed and compassionate priest...
 - Person of grace and passion...
 - Motivator of people...
 - Community minded....
 - Release the gifts of ...
 - Offer experience of...
- Church which serves...
- Share God's love in the community...
 - Nurture individuals in their own ministry...
 - Flexible approach to worship....
- Explore imaginative approaches to....
- Long for a loving and hospitable church

Two examples from an imaginary parish

The Bishop of Ely wishes to appoint a

Vicar

for St Anthony's, Market Town

(A)

We are looking to appoint an able and visionary priest who will

1. Have a high profile locally, being visible, active and engaged in the town.
2. Lead a review of the parish using the Diocesan Strategy for Growth and manage the Parish through a process of change.
3. Build up lay ministry and form teams.
4. Be a competent, confident preacher, teaching theology and the Bible in a challenging manner.
5. Lead the Church into numerical and spiritual growth.
6. Be robust, pastoral and have a good sense of humour.

(B)

We are looking to appoint a committed and compassionate priest who will

1. Connect with a diverse network of people and groups across the local community.
2. Support the whole church in responding more fully to the Diocesan Strategy for Growth.
3. Nurture individual vocations and encourage collaborative working.
4. Preach in a way that communicates the Gospel in an inclusive and engaging style.
5. Enable the Church community to grow in depth and breadth.
6. Be resilient, caring and sociable.