

Role Profile

Job Title	Head of Media and Engagement
Contract	Permanent
Salary Band	Band F (£47,750 - £52,900) <i>Dependant on experience, most new starters begin on the first point of the scale.</i>
Hours	35 hours per week
Staff Team	Media and Engagement
Reports to	Strategic Programmes Manager

The Diocese of Canterbury, by God's grace, want to be a people who are...

- confident & creative disciples of Jesus Christ
- rooted in scripture & drenched in prayer
- living gratefully, giving generously, caring for creation & sharing the gospel
- growing in number & expectations – of God & ourselves
- motivated by justice & love, open to the Spirit & ready for adventure!

In order to realise this vision, effective communications are key to engaging our whole Diocese in order that we can work together to deliver these. However good an idea or however worthy an initiative, success is dependent on effectively communicating and engaging with those who must give their time and their talents towards its realisation. As the Diocese of Canterbury seeks to ensure our churches have a sustainable and flourishing presence across South and East Kent, it recognises the importance of engaging effectively with clergy, parishes, schools, civic bodies, and society as a whole.

The Head of Media and Engagement will have a strong understanding of a range of communications disciplines and need to work across the Diocese at every level to share stories of mission. You will plan, develop, and implement effective media, social media, public affairs, and engagement strategies to actively collaborate with the churches of the diocese to enable them to flourish and grow at a local level.

The role balances strategic planning and operational delivery. In order to effectively support the Diocese and its churches, you will be aware and appreciate the value of the breadth of traditions within our churches; be politically astute; understand the needs and challenges of local church and community contexts, able to quickly identify potential problems or opportunities and provide recommendations for action. You will work closely with the Bishop, Diocesan Secretary, Lambeth Palace and the Archbishop (when in Canterbury), wider Diocesan teams, clergy, individual parishes, members, and other stakeholders.

The post holder will also be responsible for leading all proactive and reactive media handling to champion the work of Diocesan churches in the media by building and maintaining strong relationships with journalists, media organisations, other dioceses, and the national church.

Key Responsibilities

1. Lead and oversee the development and implementation of the Diocesan Engagement Strategy using a range of media and communications approaches.
2. Lead, create and support imaginative campaigns using both digital and traditional mediums to promote key themes and initiatives in a way that engages our parishes, church members and those seeking to engage with church life.
3. Develop, implement and promote a house style of communications that uses language that effectively captures the interest and imagination of the broad range of churches within the diocese.
4. Source, tell, share, and exploit good news from parishes, benefices, deaneries within the diocese on a range of platforms and channels that will encourage all and potentially transform some.
5. Develop and lead a strategy to enable and train parishes and individuals in their communications and media work including providing advice and support on digital and social media.
6. Create a network of deanery ambassadors who will feed into good news and lessons learnt stories to be shared at a Diocesan Level.
7. Support the Archbishop (when in Canterbury), the Bishop of Dover, Archdeacons, members of the Diocesan staff Team, clergy and parishes in their communications and use of media.
8. Lead and develop the Media and Engagement Team and sit as a member of the Senior Management Team and Bishop's Senior Staff Team.
9. Support the Safeguarding Team by advising on their communications requirements in line with best practice.
10. Work proactively with print and broadcast media to tell good news stories or respond to matters of social justice.
11. Respond to media enquiries and offer professional PR support at times of crisis or high levels of media interest.
12. Manage and develop systems for sharing information and resources throughout the Diocese and its functions including reviewing our website to ensure it meets the needs of our parishes.
13. Represent the Diocese at regional and national networks on matters relating to the post-holder's responsibilities.
14. Undertake such other reasonable duties as may be required by the Diocesan Secretary, Bishop, or Archbishop.

Contact with others

Internal	All departments of Diocesan House, the Bishop's Office, and Cathedral Offices
External	Lambeth Palace, Clergy and Diocesan Officers, Deanery and Parish representatives,

Contract, Salary, and Benefits

- Band F (£47,750 - £52,900) dependent on experience.
- Permanent Contract
- 35-hour week*
- Generous employer pensions contribution
- Generous life insurance.
- 24 days annual leave + Christmas closure.
- Central Canterbury location with free parking
- Birthday leave
- Volunteering Leave
- Wellbeing day per annum

**Due to the nature of this role, the post holder will need to be contactable outside of business hours on a rota basis shared with the Senior Communications and Engagement Officer in order to provide reactive media advice to senior clergy and diocesan officers.*

Person Specification

Essential

- Suitable qualification at graduate or masters level or relevant professional experience
- Have a collaborative approach and able to inspire respect working across a diocese with broad diversity including churchmanship, economic affluence and poverty, urban, suburban, and rural contexts
- Working with and influencing senior managers through knowledge of subject matter and demonstration of effective communication skills
- Proven stakeholder management skills to manage competing demands and conflicts whilst maintaining productive working relationships
- Well-developed analytical and problem-solving skills demonstrating the ability to understand and discuss complex issues in relation to media and campaigns in a context relevant to members and other stakeholders
- Demonstrable experience of developing and implementing proactive media and engagement strategies
- Track record in leading, planning, implementing, and evaluating strategic communications campaigns
- Experience developing and nurturing high level contacts in media, local government, charitable stakeholders etc
- Understanding of the Diocese of Canterbury, its structures and churches and in sympathy with its mission and values.
- Experience of briefing senior staff to act as spokespeople through the media
- Managing unsolicited or reactive stories through the media
- Experience of using social media in influencing activity
- Flexible and open to alternative approaches to problem solving. Makes suggestions for change and puts ideas forward for improvement

- Demonstrates how thinking ahead, managing time, priorities, and risk, and developing structured and efficient approaches delivers work on time and to a high standard
- Proven leadership and performance management skills
- Proven experience of budgetary management including budget preparation and forecasting
- Right to work in the United Kingdom

Desirable

- Membership of appropriate professional body – e.g., CIPR
- Formal project management qualification
- Be an active Anglican Christian, or a member of a church in sympathy with the Anglican Communion and have evidential respect for the traditions of the Church of England

Equalities and Diversity

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, those we serve and other persons with whom we help, and support 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 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

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

Safeguarding

All employees are required to adhere to legislation, guidance and recognised good practice in all aspects of Diocesan Safeguarding Policy

<https://www.canterburydiocese.org/safeguarding>

If required by the post, the Post holder must have an up-to-date satisfactory Disclosure and Barring Service (DBS) clearance and undertake an appropriate level of Safeguarding Training. Failure to comply with the above or keep your training updated may delay your employment starting, or may trigger a disciplinary process and / or dismissal

Data Protection and Security of Information



The Post holder must act in compliance with data protection principles and GDPR in respecting the privacy of personal information held by Diocesan House and the Diocese. The Post holder must comply with the principles of the Freedom of Information Act 2000 in relation to the management of Diocesan House records and information.

Health and Safety

The Post holder must perform their duties with full regard to the Diocesan Employee Handbook, including Equal Opportunities and Health & Safety.