

JOB DESCRIPTION FOR: Director of Communications and Engagement

Location:	Coventry Diocesan Offices with travelling across Coventry and Warwickshire as required.
Responsible to:	Diocesan Secretary
Salary:	£48,670 plus employer pension contribution of 8.5%, and Life Assurance
Hours:	35 hours per week with occasional evening and weekend working required

Diversity Statement

As an equal opportunities employer, we particularly welcome applications from UK Minority Ethnic/Global Majority Heritage (UKME/GMH) candidates who are currently underrepresented in our organisation. All appointments will be made on merit of skill and experience relative to the role.

If you have a disability or long-term illness that otherwise prevents you from meeting any of the essential criteria, please contact us to discuss whether reasonable adjustments can be made.

Role Profile:

To lead the development and implementation of a Communications and Engagement strategy which enables the Diocese to fulfil our mission purpose of: worshipping God, making new disciples, and transforming communities and achieve our vision of Restored health, new growth and renewed relationships.

Main Activities and Responsibilities:

- Develop and implement a Communications and Engagement strategy that delivers the goals of the diocesan vision, taking responsibility for the strategic direction and day-to-day management and oversight of the diocesan communications and engagement function.
- Serve on the Operational Leadership Team and line manage the Communications Officer to help implement communications and engagement work within the diocese.
- Work with key personnel across the DBF and wider diocese to build internal and external content for dissemination across various communications platforms and manage the content strategy and development of an organisation-wide editorial calendar.
- Oversee the planning and production of external and internal communications products, including managing all press relations, statements and announcements for the Diocese.
- Act as spokesperson for the diocese and Bishops when required, and advise the Bishop of Coventry on episcopal relations with the media and communications with the diocese.
- Oversee social media platforms, including content planning, developing engagement and management in line with the diocesan vision.
- Create brand guidelines and oversee their implementation liaising with departments to ensure guidelines are followed.

- Engage DBF Directors, employees, Archdeacons, Area Deans, clergy, lay leaders and parishes on key issues, such as articulating the strategy and priorities of the diocese, and how we all contribute to diocesan success.
- Advise and support senior staff, clergy and parish officers on all aspects of their communications.

Key Relationships:

The job holder is an employee of the DBF, reports to the Diocesan Secretary and line manages the Communications Officer.

The job holder is also the Bishop's Communications Advisor.

The job holder is a member of the Coventry Operational Leaders' Team (COLT) and attends meetings of the Bishop's Council.

At the invitation of the Bishop, the job holder may attend meetings of the Bishop's Core Staff Team and Bishop's Strategy Integration Group.

Other key relationships include:

- The members of the Bishop's Core Staff Team
- The Diocesan Safeguarding Team (including participation in safeguarding Core Groups and liaison with the National Safeguarding Team)
- Other senior diocesan staff, including the Leadership Team and Programme Manager
- Archdeacons
- Area Deans
- Parishes, clergy and people of the Diocese.
- NCI Communications Team

Training, Monitoring and Evaluation:

The post holder will participate in reviews of progress every 6 months and an annual review as a member of Diocesan Staff.

All employees are expected to undertake mandatory training including Equality & Diversity, Unconscious Bias, GDPR, Internet Security, plus other training that is identified during the course of employment.

Person Specification

This section details the attributes which are required in order to undertake the full remit of this post.

AF=Application Form; Int = Interview; Test=Written and Verbal Test

Attributes	Essential	Desirable	Means of Assessment
Qualifications			
Degree level or equivalent or experience in a similar role	✓		AF
CIPR qualification in PR desirable.		✓	AF
Experience			
Of working in a complex organisational structure	✓		AF/I
Of creatively working with small teams	✓		AF/I
Of building strong relationships and leading communications in complex organisations	✓		AF/I
Of developing a communications and engagement strategy for a complex organisation	✓		AF/I
Evidence of high quality and inspiring written communications for all forms of external and internal communications	✓		AF/I
In crisis and media communications management		✓	I
Of developing digital and social media platforms to fit with missional purpose and vision		✓	I
Skills/Abilities			
Understanding of the Church of England parochial system and the wider organisation of the diocese.	✓		AF/I
Video editing, design and layout skills using Adobe software.	✓		AF/I
Understanding of GDPR and data protection.	✓		AF/I
Competent IT skills, including the use of Microsoft Office and Outlook, and People Management systems.	✓		AF/I
Understanding of how the belief systems which shape the life of the Church affect communications and engagement work in the context of the Church of England.		✓	I

Personal Qualities			
Sensitive to the different cultures, traditions and activities within the Church and maintain a consistent approach to clergy and non-clergy People matters.	✓		AF/I
Supportive of the mission and ministry of the Church of England and the Diocese of Coventry mission purpose statement and strategy.	✓		AF/I
An understanding of other Christian denominations and non-Christian faiths.	✓		AF/I
Ability to travel and work flexibly across the Diocese and within the Church of England as required.	✓		AF/I

If you have a disability or long term illness that otherwise prevents you from meeting any of these criteria, please contact us to discuss whether a reasonable adjustment can be made.

It is a condition of any offer of employment we make to you that you have, or gain, permission to work in the UK. By law, you will not be able to start working for us until you are able to provide evidence that this permission has been granted

For more information, including job and person specification, and application form, please see <https://coventry.anglican.org/about/vacancies/>

or contact the Graeme Pringle on 07507 196495

Closing date for applications: **Wednesday 2nd November 2022**

Interviews will take place on **22nd November 2022**, with a formal interview, followed by an informal meeting with the Leadership team at the Diocesan Offices, then a further meeting with the Bishop of Coventry at Bishop's House in Coventry. **You will need to be available to interview for the full day on 22nd November 2022.**

Please send completed application forms to:

Email: Simone.Smith@Coventry.Anglican.org

or

Post: Simone Smith, Cathedral & Diocesan Offices, 1 Hill Top, Coventry CV1 5AB.