

Head of Communications

Application Pack



Transformed Lives | Growing Church | Building Community
THE KINGDOM OF GOD - GOOD NEWS FOR ALL

The Diocese of Derby

The Church of England operates through 42 dioceses each under the leadership of a Diocesan Bishop.

The Diocese of Derby covers almost all of the County of Derbyshire (except for a small area in the north), the City of Derby, and a small area of Staffordshire. The Church offers its ministry to the whole community, in the Diocese of Derby covering a population of over a million people.

It is a Diocese of great contrasts, with the beauties of the Peak District and the Derbyshire Dales and prominent rural life, the City of Derby, and East and South Derbyshire with both hi-tech design alongside established industry, and some very deprived areas within its urban and rural communities.

Within the Diocese there are 235 parishes and 137 benefices as well as a number of other ministry contexts, around 300 church buildings served by approximately 120 stipended clergy, around 35 self-supporting ministers supported by over 190 clergy with a Permission to Officiate (PtO), over 130 Readers (licensed and with PtO) and hundreds of volunteers.

The Diocesan Board of Finance (DBF) employs around 50 people to resource the Diocese of Derby. There are also 111 church schools within the Diocese governed by the Diocesan Board of Education (DBE).



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.

The Diocesan Vision

The Diocesan Vision is:

THE KINGDOM OF GOD - GOOD NEWS FOR ALL

We believe that this vision can be achieved through our missional objectives of:

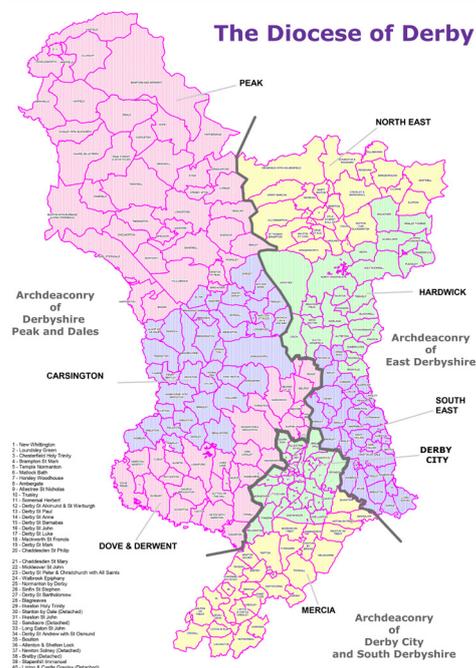
- Deepening our relationship with God
- Serving our local contexts
- Challenging injustice, and
- Making new disciples

In delivering these objectives we are committed to prioritising:

- Contexts of social and economic deprivation
- Becoming younger
- Becoming more diverse, and
- Being greener.

The Bishop's Leadership Team have discerned the specific initiatives that we will resource and promote to deliver our desired outcomes, details of which will be shared with shortlisted candidates. Consultation with key stakeholders across the diocese will take place shortly to further shape our strategic planning and implementation.

A significant programme of change will shortly commence to reshape culture, support transition, and enable effective delivery of diocesan strategic planning.



Job Summary

The Head of Communications is a new senior role with leadership responsibility for:

- Developing and delivering an integrated communications and engagement strategy to bring the diocesan vision, strategic plan and key programme areas to life, and build buy-in with stakeholders (e.g. parishes and congregations in the diocese) across a range of media.
- Developing a communications strategy for our 'digital mission' to share the good news of the Kingdom of God – leading audience mapping and analysis to ensure strategic plans / programmes land well.
- Leading the Communications Team, and reviewing and restructuring the team to align roles, skills and responsibilities with the delivery of the diocesan vision and strategy.
- Marketing the benefits of engaging with the diocesan strategic programmes to maximise participation and take up of available resources to give the strategic plan the best possible chance of success.
- Leading a digital channel refresh, designing channels (e.g. new website) and content around stakeholder needs and accessibility.

The Head of Communications sits within the operational Senior Leadership Team alongside colleagues from Finance and Operations, People and Ministry Development, Mission, Evangelism and Parish Revitalisation, and Safeguarding, led by the Diocesan Secretary.

Derby Diocesan Board of Finance Communications Team



Key Responsibilities

The main duties and responsibilities of your post are outlined in this job description. This list is not exhaustive and is intended to reflect your main tasks and areas of work.

Strategic support

- Lead the communications strategy for a digital expression of church to promote the vision and mission.
- Act as the responsible owner of the diocese's and bishop's brands, leading on brand policy, refresh, and corporate templates. Offer colleagues guidance as required.
- Lead communications and engagement on all strategic project groups.
- Develop and deliver a multi-channel annual communications and engagement plan for the Diocese of Derby that ensures that the vision, mission, and strategic direction are well understood by audiences, offering stakeholders opportunities to engage and collaborate.

Day-to-day operational activity

- Advise senior colleagues (e.g. the Bishop, Diocesan Secretary, Archdeacons, etc) on all communications and engagement matters, contributing to the formation of relevant policies meeting diverse audience needs.
- Line management of the Communications Team, lead on the preparation of the team's annual operating plan, progress and KPI reporting, and oversee the preparation of the team's annual budget and be accountable for all related expenditure.
- Keep up to date on best practice within the charity sector, latest communications and engagement insight, learning, and tools to future proof the digital offering.
- Build and maintain contacts with the Communications and Engagement community across the Church of England (which includes the East Midlands Communications network, the National Communications network and the teams at Church House, London and Lambeth Palace) to share good practice, skills and expertise.
- Build and maintain contacts with stakeholder partners e.g. Visit Derby, Visit Derbyshire, Peak District National Park.

Parish Support and Learner Enabler

- Promote and provide guidance for good communications practice within parishes and deaneries, and develop model resources and policies for use by both.
- To be a point of reference, counsel and advice for general enquiries from parishes, chaplaincies and schools on communications.
- Train and advise colleagues within Diocesan teams on communications matters.
- Provide support for parishes in crisis situations.

Materials, channels management and digital content.

- Lead the compilation, design, production and distribution of accessible printed, audio-visual, and digital materials.
- Take overall editorial responsibility for the development and management of all digital channel content (including the website) for internal and external audiences. Lead an expansion of the diocese's and bishop's social media presence, sourcing or developing content, sharing newsworthy information from across our diocese, and sharing impact reports.

- Ensure the consistency of concept, design, style and quality across all the Diocesan communication channels, acting as a 'brand guardian' in all internal and external communications, creating an in-house suite of materials.
- Working in partnership with external designers (if required), produce and assemble high-quality digital content, including videos, photographs, animations, and logos. Create, source and maintain a digital image/photo library.
- Source materials that are copyright and GDPR compliant, ensuring necessary approvals have been granted in respect of personal data/images, etc.

Media / reputation management.

- Identify matters on which our diocese should comment or take action, including issues that could potentially damage the organisation's reputation, providing support and advice to senior staff on appropriate messaging and approach. This includes effective surveillance of key websites. Increase the diocese's profile across media, and with influencers and other local organisations, developing strong relationships with local media partners, acting as a spokesperson when necessary.
- Oversee the team's response to requests from the press for comments, views and supporting information. Act as the primary contact with press offices from statutory authorities as required.
- Advise and ensure appropriate training, support and guidance for staff and, where relevant, clergy undertaking press interviews.
- To take responsibility for the provision of an out of hours communications service for the Diocese ensuring that this is provided with the support of other communications staff.
- Lead on crisis media planning protocols. Develop approved position statements for internal and external audiences; keeping key stakeholders briefed in crisis situations.

Safeguarding.

- Ensure the prompt handling of day-to-day media enquiries often of a sensitive or confidential nature, in consultation with the Bishop of Derby, Archdeacons and the Head of Safeguarding.
- Ensure attendance by a Communications Team representative at core groups, convened to address safeguarding concerns of allegations against church officers, and advise on statements to both parish and media, at different stages of the case, in line with the core group's recommendations.

Review of job descriptions

The Diocese of Derby intends to review job descriptions annually as part of the staff review process, to ensure that they relate to the role as then being performed or to incorporate whatever reasonable changes that have occurred over time or are being proposed.

This review will be carried out by the line manager in consultation with the post-holder before any changes are implemented. The post-holder is expected to participate fully in such discussions and implementation.

Key Relationships

Internal

Diocesan Secretary
Diocesan Bishop and the Bishop's Office
Director of Mission, Evangelism & Parish Revitalisation
Head of Safeguarding
Other members of Senior Leadership Team
Suffragan Bishop and Archdeacons
Strategic Programme and Change Lead

External

Clergy and other parish representatives
Bishop's Council and Diocesan Synod
Communications team in the National Church Institutions and in other dioceses of the CofE.
Local and national media
Partner organisations

Person specification

Skills/Aptitudes

Essential

Previous experience of managing a Communications team in a professional environment or a charity/public sector organisation.

Previous experience of managing communications across a broad range of platforms and media to deliver a consistent brand and message to internal and external audiences.

Desirable

Working in a complex organisational structure.

Can quickly establish credibility and respect and build strong working relationships with senior clergy and department managers.

Demonstrable maturity, professionalism and gravitas.

Qualifications and training.

- Degree level or equivalent.
- Member of the Chartered Institute of Public Relations or other relevant professional qualification (e.g. Dip CIPR, NCJT).

Knowledge, skills and abilities

- Strong working knowledge of communications, PR and Marketing best practice and the ability to apply these to a variety of situations using a pragmatic and common sense approach.
- Proven writing skills of a journalistic style, with clear and precise use of written English, and rigorous proof-reading ability.
- Ability to present opposing sides of an argument evenly.
- Social media savvy across a range of platforms.
- Effectively plans ahead to anticipate problems, plans for worst-case and best-case scenarios.
- Makes sensible, intelligent decisions in difficult and deadline driven situations.
- Results-focused – understands what is important to key stakeholders – is committed to achieving goals.
- The ability to inspire confidence of the Bishop, Diocesan Secretary and other senior managers.

Personal qualities

The successful candidate will have the following attributes:

- A strategic thinker and planner.
- Ability to establish credibility and respect and build strong working relationships with wide range of colleagues.
- Listens well, and responds appropriately.
- Flexible and willing to adapt to changing priorities; understand and appreciate different perspective on issues.
- Able to work on own initiative as well as part of a team.

Other

- A person who shares our values and, whilst not necessarily an Anglican, is a practising Christian (this post is subject to an occupational requirement that the holder be a practising Christian under Part 1 of Schedule 9 to the Equality Act 2010).
- Able to work flexibly including some evenings and weekends.
- Able and willing to travel across the Diocese when necessary.
- A high level of integrity and discretion, ability to handle confidential information with diplomacy and sensitivity.
- An ability to work with a wide range of people of all ages and backgrounds.



Terms and Conditions

Employer:	Derby Diocesan Board of Finance Limited,
Line Manager:	Diocesan Secretary (Chief Executive)
Staff reports:	Communications Adviser (job-share) Media Officer
Place of Work:	Church House, Full Street, Derby DE1 3DR
Salary:	£50,000 - £55,000 per annum depending on experience
Working hours:	35 hours per week (some remote working possible, as agreed with Line Manager). Occasional evening and weekend work may be required, for which time off in lieu (TOIL) would be agreed.
Duration:	Permanent
Holidays:	Full time holiday entitlement - 25 days plus statutory bank and public holidays. In addition, the DBF provide 5 further days paid leave which are to be taken on a discretionary basis as determined by the DBF. For part-time staff the total holiday entitlement will be calculated based on the number of hours worked.
Pension:	Based on Auto Enrollment qualifying criteria employer contributions equivalent to 10% of the gross salary into an approved personal pension plan, paid monthly. If the Church workers pension fund is selected 9.5 % of the gross salary will be paid into the pension fund and 0.50% will be paid to life insurance.
Sickness/Absence:	Company sick pay is paid during periods of absence and in accordance with company policy.
Expenses:	All reasonable working expenses will be met at the agreed Diocesan rates.
Termination:	The appointment is subject to a six-month probationary period during which it may be terminated by either party by one week's notice. Following the satisfactory completion of the probationary period the appointment may be terminated by either party by three months' notice.

Key Dates

Applications closing date: Sunday, 30 June 2024

Interviews: Friday, 19 July 2024

Applications to be sent to: Mandy.Francis@derby.anglican.org