



THE CHURCH
OF ENGLAND
SUFFOLK

APPLICATION PACK



DIRECTOR OF
COMMUNICATIONS
AND EXTERNAL
RELATIONS



CLOSING DATE
24 NOVEMBER 2021

www.cofesuffolk.org

ABOUT THE ROLE

This new role will be instrumental in consolidating the identity, reputation and visibility of the Church of England in Suffolk, and developing relationships/partnerships that enable the Church of England to support the people and communities of Suffolk through its mission and ministry.

It will develop and manage campaigns to provoke interest in, and engagement with, the Church and Christian faith, and through this support the work in local churches, schools and parishes to realise the diocesan vision of 'flourishing congregations making a difference' to Suffolk.

As part of the development of an externally facing identity, the role will incorporate oversight of fundraising initiatives and campaigns for the St Edmundsbury & Ipswich Diocesan Board of Finance (DBF), the charity that holds and supports the Church's work.



ABOUT THE PEOPLE

There is rarely a dull day working for the Diocese of St Edmundsbury & Ipswich and you will certainly get to work with inspiring people and in turn be an inspiring presence for others.

This role:

REPORTS TO REONSIBLE FOR KEY CONNECTIONS

The Diocesan Secretary (COO of the DBF), with a close working relationship with the Bishops.

Communications Manager, Communications Assistant (both 0.8 FTE) and a Fundraising post (this post is in development).

Internal: Bishops, Archdeacons, Directors, Diocesan Safeguarding Advisor and other colleagues within the DBF.

External: local media, county leaders, VCSE leaders and other civic relationships eg NHS, borough councils.



FROM THE BISHOP



Thank you for your interest in this exciting new and key role.

The Diocese of St Edmundsbury & Ipswich is a wonderful place to serve, with amazing diversity: deeply rural, market towns, coastal towns and urban centres, at the heart of which are Ipswich with its long trading history as a port, and Bury St Edmunds, our cathedral town. Variety is energising, and for me what makes Suffolk such a rewarding place to be engaged in serving God's mission is the people - parishioners, lay leaders and clergy - exploring and living out what it means to be transformed by Christ.

The Church of England will face both joys and challenges in the coming years as we navigate our way through and beyond the pandemic. We are looking for an exceptional individual, committed to the Christian faith, who will bring fresh energy, ideas and engagement to our team and to our engagement and interactions with the people of Suffolk.

I am keen to hear from anyone with the skills that we are looking for.



The Rt Revd Martin Seeley
Bishop of St Edmundsbury & Ipswich



JOB DESCRIPTION

The role has four key objectives:

1. Working with the Bishops and senior staff (lay and clergy), to lead the development and implementation of an externally-facing communications strategy (to those outside the Church and its congregations).

2. Working with the Bishops and senior staff to identify, develop and hold key stakeholder relationships across Suffolk, enabling the CofE to support, influence or launch initiatives in the county that benefit the disadvantaged or marginalised and/or align with Christian teaching.

3. To continue to build strong communications with our internal audiences (clergy, lay ministers, church officers and congregations) to increase engagement and commitment and ensure they understand and can access the support available to them.

4. To develop and oversee the DBF's emergent fundraising and income generation work.



Responsibilities (delivered individually and through the communications team and fundraising post-holder):

To lead on external communications and public relations:

- Lead and oversee delivery of all communications including management of the team and external agencies, forward-planned calendar and content themes, channel planning, audience profiling and setting and analysing objectives, KPIs and metrics.
- Present strategy and tactics to key internal relationships for input and approval.
- Strengthen the reputation and profile of the Church of England in Suffolk and its leaders through traditional and digital channels including a PR plan to 'tell our story'.
- Oversee our response to crisis management, deal with media enquiries (often of a sensitive or confidential nature), in consultation with the Bishop and the Diocesan Safeguarding Advisor as appropriate, and act as the diocesan spokesperson when necessary.
- Develop digital evangelism campaigns to reach audiences outside the Church, that inspire and encourage people to engage with the activities of a local church/ Christian group and/or explore Christian faith.

Stakeholder relationships:

- Work with diocesan leadership to identify where the influence and strengths of the church can be used, in collaboration with others, to be of service in the county.
- Build relationships with key external stakeholders to develop their understanding of, and trust in, the church, its strengths and values (open and welcoming to all), to build partnerships where appropriate.
- Play an active role in ensuring the diocese engages across the county establishing strong networks of influence, including in the civic, private, public and not-for-profit sectors, and ensuring that the appropriate person from the diocese is participating.
- Collate and share this knowledge, planned activity and outcomes with key internal relationships to deliver planned actions and outcomes that emerge.



Internal communications:

- Complement and enhance the work in parishes, through parish and diocese collaboration, to help them achieve the diocesan vision of flourishing congregations making a difference.
- Maintain and build upon existing information resources and communications channels ensuring recipients understand and use the support available.
- Build parish digital capacity to enable them to offer an active presence in their community.
- Ensure that internal communications are aligned with and support the realisation of the diocesan vision and the programmes of change.

Fundraising and income generation. Currently under discussion – potentially to develop the function to:

- Proactively develop and discern funding opportunities with Bishop's Staff, to establish opportunities on where to focus resources.
- Deliver on fundraising/income generation programme (TBC).
- Ensure that relationships with key grant funders and donors are appropriately developed, nurtured and managed.

Other

- Member of the senior management team.
- Attendance at key meetings eg Diocesan Synod and national church communications meetings.



PERSON SPECIFICATION

The post holder will be a practising Christian, who is fully supportive of the aims and mission of the Church of England and has a passion for sharing faith with others, while also having an awareness and understanding of the perspective of audiences outside the church.

Experience, qualifications and knowledge

Essential:

- Leading and managing a communications team, working across a broad range of platforms and media to plan and deliver a consistent brand and message to internal and external audiences.
- Public campaign design, development and implementation, with evidence of its role in inspiring audiences and shifting mindsets
- Significant experience of media relations, crisis and responsive communications.

Desirable:

- Working in a complex organisational structure.
- Fundraising and/or income generation, including creating and communicating fundraising asks/campaigns.

Skills, abilities and aptitudes

Essential:

- Comfortable working both at a strategic and more a tactical level.
- An instinct for building networks, developing connections and seizing opportunities.
- Self-motivated and results-focused.
- An ability to work within an organisation that does not have a well-developed culture or understanding of external communications or fundraising, and to work with people to build understanding and gain support for plans.
- Creative and imaginative communicator with excellent writing skills.

Desirable:

- An ability to take complex information and messages and shape it to connect with external audiences.
- A strong empathy with people from all walks of life with an ability to inspire them to join and support the work of the Church.
- Strong diplomatic and negotiating skills and an ability to manage competing priorities and interests, and appreciate different perspectives on issues.
- Ability to establish credibility and respect and build strong working relationships with wide range of colleagues.

THE ESSENTIALS AND HOW TO APPLY

Salary

£51,196 full time equivalent pa pro rata for 4 days a week (band F2 of the salary scale)

Hours of work

Four days a week. Some flexible working will be needed for evening meetings, to respond to crisis situations and to participate in the three diocesan synods each year. We operate a time off in lieu (TOIL) policy.

Holidays

25 days, standard public holidays and additional discretionary days at Easter and Christmas (pro rata)

Pension

If eligible, membership of the Church of England Pension Builder 2014 Scheme.

Probation period

Six months during which time progress is reviewed regularly

Notice

During probation two weeks and thereafter three months.

Place of work

4 Cutler Street, Ipswich, Suffolk IP1 1UQ. A mix of office and home based working is expected.

Other

Use of a car and business insurance cover is essential for travelling around Suffolk

The job description outlines the main responsibilities of the role. The list is not meant to be exhaustive and the post holder is expected to carry out other related duties, commensurate with the post's banding and the employee's skills and experience.



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HOW TO APPLY

Please use the application form available on:

www.cofesuffolk.org/vacancies

We aim to acknowledge receipt of all applications as they come in and let candidates know whether or not they have been shortlisted as soon after the deadline date as possible.

NOTES: The current main duties and responsibilities of this post are outlined in the job description. The list is not meant to be exhaustive and the post-holder is expected to carry out other related duties that are within the employee's skills and abilities, commensurate with the post's banding and whenever reasonably instructed.

The DBF reviews job descriptions annually to ensure that they relate to the role as then being performed and to incorporate reasonable changes that have already occurred 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.

For an informal conversation please contact
Anna Hughes, Diocesan Secretary (07961 116077).

Closing Date: Wednesday 24 November, 5pm

Interview Date: Week commencing 6 December

We very much look forward to hearing from you!

ABOUT THE DIOCESE

The Diocese of St Edmundsbury and Ipswich has a presence across the county of Suffolk, with c.450 churches, c.110 clergy and over 10,000 people in our congregations. It is associated with a Christian presence in communities across Suffolk, medieval churches, 87 Church of England schools, the Cathedral in Bury St Edmunds as well as many social action and community projects – food banks, community groups, children’s activities. During the pandemic the presence of the church continued to be felt, with many churches involved in supporting their local communities, and a move to online worship and church groups attracting new participants.



OUR PRAYER

O Lord, our God, giver of life and growth,
grow in us a longing for you,
that we might deepen our faith;
grow in us a compassion for your world,
that we might serve our neighbours;
grow in us a vision for your kingdom,
that we might proclaim your love.
By the power of your Spirit, and in Jesus' name.
Amen.



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and Ipswich**

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Charity number 248919