



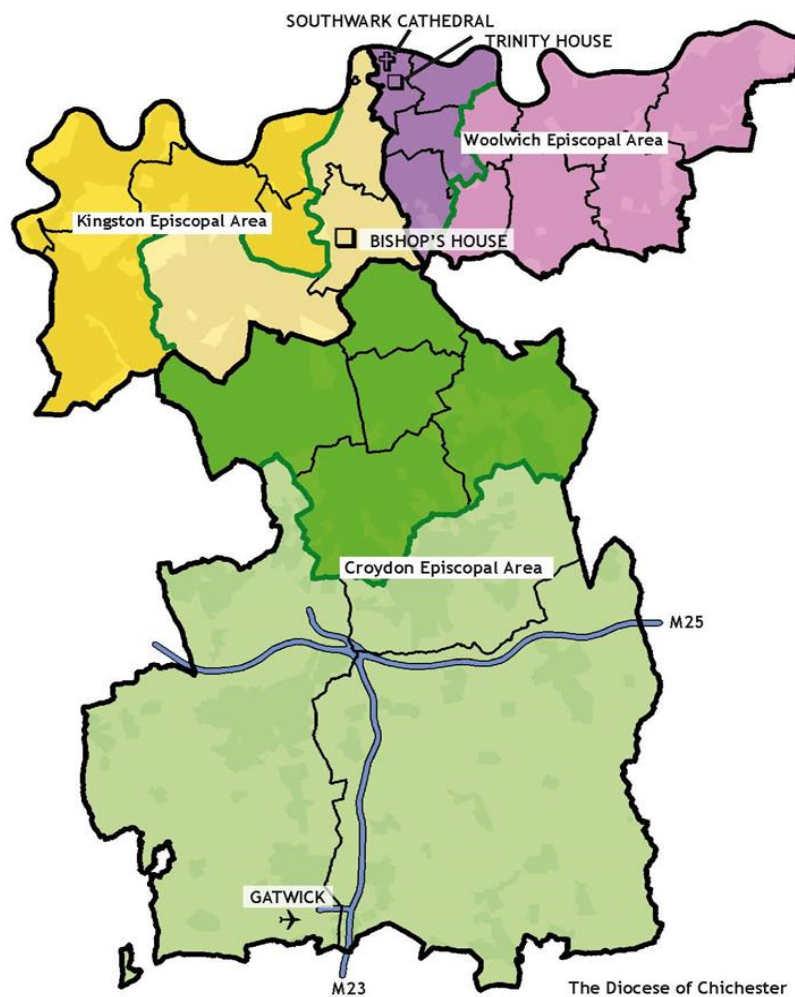
**The Diocese of
Southwark**

Digital Communications Coordinator

Job Information Pack

Closing date: 27th June 2023

Interviews: 10th July 2023





The Diocese of Southwark

2nd June 2023

Director of Communications

Anna Drew

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Dear applicant

I am delighted that you have shown an interest in the role of Digital Communications Coordinator.

This information pack provides an outline of the role, the skills and experience that we are looking for, plus some further background information about our Diocese.

This post will enable the right candidate to play a key role in supporting the delivery of our communications strategy as the team seeks to encourage, resource and support our parishes in their mission and ministry. It's a chance to work as part of a skilled staff team who serve a diverse and vibrant part of the Church of England.

Please don't hesitate to contact me if you would like an informal discussion about the role prior to application.

This is an excellent opportunity for someone who shares our values and has a passion for digital communications. The role is ideal for someone who is keen to use their skills to make a real difference to the work of the Diocese, in supporting our parishes and serving the people of South London and East Surrey. If this is a role that excites you and you believe that you have the necessary skills, experience and imagination, we would very much like to hear from you.

Yours sincerely

Anna Drew
Director of Communications
anna.drew@southwark.anglican.org
07831694021

The Diocese of Southwark

The South London Church Fund and Southwark Diocesan Board of Finance is a company limited by guarantee (No 236594)

Registered Office: Trinity House, 4 Chapel Court, Borough High Street, London SE1 1HW. Charity No 249678

Company Secretary: Ruth Martin





The Diocese of Southwark

Diocesan Staff Purpose

To lead, enable, serve, support and enable the mission of God as it is worked out in the parishes, deaneries, schools and communities of the Diocese of Southwark

Job Title: **Digital Communications Coordinator**

Department: **Communications Department**

Reporting To: **Director of Communications**

Job Purpose: The main purpose of this role is to work with the Director and wider Communications team to ensure that the Diocese of Southwark has a comprehensive and vibrant presence in the digital world and to ensure that the Diocese, through the Department is in the forefront of the effective use of new media.

Communications is a busy, supportive and flexible team undertaking a wide range of tasks to support parishes, senior clergy and staff in their work and mission. We're seeking to appoint a digital communications lead to help us to grow and strengthen our online engagement. The postholder will be a skilled digital storyteller, able to both create and curate content across a variety of online platforms. They will be able to capture and share stories in ways that will encourage and resource our parishes - showcasing the work of our diverse and exciting communities. They will lead on the maintenance and development of our website and be able to train and support others in their digital communications.

The Department currently comprises a Director, who also acts as the Bishop's Press Officer, a Departmental Administrator (who is also the Director's Assistant), an Editor and Communications Manager and a Designer.

The principal tasks of the Communications team are to:

- ensure effective communication throughout the Diocese, both from and to the 'centre'
- challenge and help the church, at every level in the Diocese, to make better and more effective use of its resources and to identify and release new resources

The members of the Department work together as a team ensuring that, wherever possible, the work load is evenly spread. This is facilitated by weekly team meetings, which we try to make a priority, and monthly one-to-one meetings between the staff member and the Director.

Summary of main responsibilities:

1. Taking forward the maintenance and development of our Diocesan website as an outward-facing tool which is used to share positive stories from around the Diocese with others, whilst ensuring that the website is a useful resource for parish clergy, officers and members.
2. Working with staff members from other Departments within the Diocese to ensure that the website is up to date and regularly reviewed, offering training and support for the creation of new pages and sections as agreed.
3. Maintaining high quality content on our website and social media through commissioning or creating content so that the site and social media channels are engaging, responsive and useful to our core stakeholders.
4. Suggesting and developing new digital content in line with the Communications Strategy and wider team workplan. Where appropriate, commissioning and creating photography, video and design content.
5. Further developing, updating, monitoring and maintaining the Diocese of Southwark's digital presence, increasing engagement with our core stakeholder groups. Research and review other digital developments, where appropriate recommending them to the Director and implementing them, as required.
6. As needed, attend key diocesan events to capture content for digital media and support the Communications team in sharing the wider work of the diocese through a variety of channels.
7. Working with the Director and wider Communications team to advise and train church officers, staff, parishes and deaneries in the development and use of websites and digital media.
8. Support the Director in reporting on and interpreting statistics and trends in relation to website and social media engagement, offering recommendations for improvement to governance bodies, the Communications Group and other key meetings.



The Diocese of Southwark

Diocesan Staff Purpose

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Person Specification

The essential attributes, experience and skills required for this post are:

- experience of managing and developing a website
- an ability to work with others to ensure the best possible web presence
- experienced in the strategic use of social media to grow engagement with stakeholders
- good working knowledge of Microsoft Office applications such as Word, Outlook, Excel and PowerPoint, video and photo editing software
- high standards of oral and written communication
- attention to detail and an ability to produce material to agreed schedules
- confident and competent at taking photographs and working with them sensitively and with discretion, abiding by the Diocesan safeguarding policies
- experience of creating video content
- an ability to work collaboratively, to relate well to others and offer a polite and caring service
- the ability to work under pressure and to tight deadlines
- good literacy skills
- in sympathy with the aims and objectives of the Christian Church
- a willingness to work flexibly to meet deadlines and including occasional weekends and evenings (usually with notice)
- a proactive and energetic approach to working in the fast-moving world of digital media
- a commitment to your own continuing learning and development - and to supporting the development of others

It would also be desirable to have:

- knowledge of Adobe InDesign
- the ability to proofread
- an understanding of the Church of England and its structures and processes

DIOCESE OF SOUTHWARK

Digital Communications Co-ordinator (Full-time, 35 hours per week)

Outline terms and conditions

Employer

You will be employed by the South London Church Fund and Southwark Diocesan Board of Finance whose registered office is at Trinity House, 4 Chapel Court, Borough High Street, London SE1 1HW.

Normal Place of Work

Your normal place of work will be Trinity House.

Salary

The post has the salary of £36,000 inclusive of London Weighting, dependent on previous experience.

Probation

The appointment is subject to the satisfactory completion of a six-month probationary period.

Hours of work

35 hours per week, Monday - Friday normally 09:00 - 17:00, but some flexibility required for occasional evening or out of hours meetings.

Holiday Entitlement

You will receive 26 days annual leave per annum (pro rata), increasing to 31 days after 10 years' service. There is also an entitlement to 2 local and 8 national bank holidays (pro rata). The leave year runs from 1st January to 31st December.

Sick Pay

Sick Pay is paid at full pay and half pay rates dependent on length of service, details of which are contained in the contract of employment. Where the right to Diocesan Sick Pay has not been established or it has been exhausted, then Statutory Sick Pay provisions will apply.

Season Ticket Loan

An interest free season ticket loan is available upon satisfactory completion of the probation period.

Pension

A non-contributory pension will normally be arranged with the Church Workers' Pension Fund, currently a 15% employer's contribution.

Working Expenses

Reasonable out of pocket expenses will be reimbursed.

Termination of Employment

During the six-month probationary period a week's notice is required on either side. Thereafter you will be required to give three months notice should you wish to resign and will receive a minimum of one month's notice.

Equal Opportunities

The Diocese has a strong commitment to equal opportunities and will not discriminate on the grounds of race, nationality, age, sex, disability, marital status, sexual orientation, religion or belief. Its employees are expected to abide by the Equal Opportunities Policy which embodies these principles.

Disciplinary and Grievance Procedures

Further details would be provided in the contract of employment that would be issued on appointment.

Ineligibility for Election

Employment in this post means that you would be ineligible for election to the General Synod of the Church of England or the Southwark Diocesan Synod.

Background Information to the Diocese of Southwark

The Diocese of Southwark, founded in 1905, forms part of the Province of Canterbury in England and is part of the wider Church of England, in turn part of the worldwide Anglican Communion. The Diocese covers primarily the area of Greater London, which is south of the Thames, together with the eastern part of the county of Surrey. It is one of the largest dioceses in terms of population and parishes as well as one of the most diverse.

The Diocese covers sixteen Local Planning Authorities (in part or wholly).

The Diocese seeks to be a Christian presence and to share the Christian faith in each of its parishes through the mission and ministry of its clergy, congregations, schools and chaplaincies and works to promote the common good, with a particular concern for those most in need.

The priorities of the Diocese are to release gifts, renew vocations and deepen people's life of faith. We aim to do so by effective stewardship of our resources, by collaborative team working, by respect for all and transparent accountability.

Specific aims which the Diocese is working towards at present in line with Southwark Vision are:

- to emerge from the Pandemic with renewed confidence and wellbeing.
- to recover our average weekly attendance to pre-Pandemic levels.
- to increase the number of worshipping communities, affirming parishes, communities of faith which are Fresh Expressions of Church.
- to grow our financial resource base to resource mission and ministry.
- to increase lay and clergy vocations.
- to grow leadership and representation that reflects the rich diversity of Southwark Diocese.

We seek to be Christ-centred and outward-focused in all we do.

The Diocese is committed to providing the resourcing necessary to train and house over 300 stipendiary clergy to minister in its parishes, alongside laity and clergy in secular employment.

Following on from a better-than expected financial outcome in 2020, careful cost control during the pandemic, and helped by grant income, the Diocese ended 2021 with a surplus of £4.6m. The Parish Support Fund is the bedrock of Diocesan financial resilience.

The Diocese of Southwark serves...



2.9 million people



in the 16 local authorities
of South London &
East Surrey

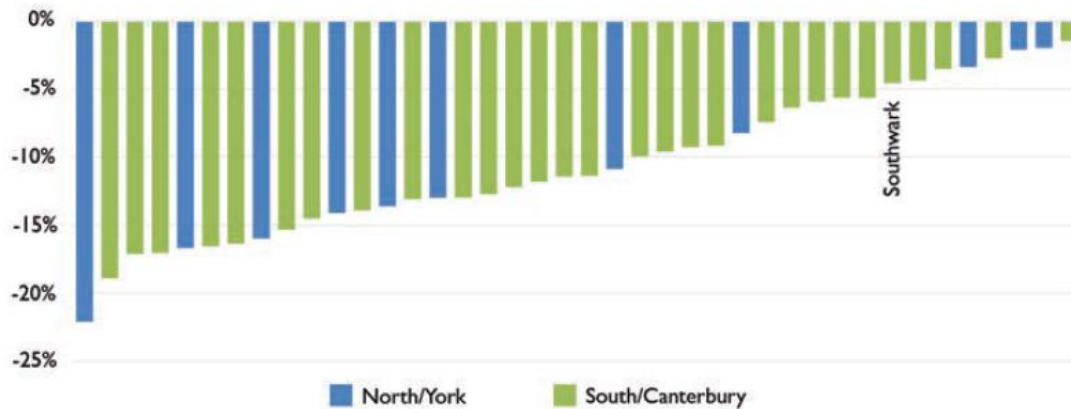


through 356 places of
worship — a Church of
England presence in
every community



and 104 church schools
educating more than
37,000 young people

2021 parish share receipts by diocese



Year-to-date percentage change in cash received in December 2021 compared to December 2019. Southwark is eighth out of 40 Dioceses with a drop of less than 5%. Data from Church of England.

As part of Southwark Vision the Diocese has successfully sought Church Commissioner funding for major grants. This has enabled us to develop innovative mission and ministry initiatives, including pioneer ministry, bi-lingual ministries and to focus our resources on initiatives in urban estates. The Strategic Development Funding has been an important contribution towards our innovations in ministry and mission.

The Diocese was awarded a major grant to develop fresh expressions of Church throughout the Diocese and to grow the Church in new development areas, in particular the Nine Elms development on the South Bank in the Vauxhall /Battersea area. One of the results of this was the successful Arts Ministry initiative.

In 2019 the Diocese was awarded a second major grant this time for six specific projects in places identified across the Diocese where there is a clear opportunity for growth and where lessons learned can be replicated to good effect across the Diocese and the wider church. As the Church of England report “Church Growth - From Evidence to Action” makes clear, there is ‘no single recipe for growth’. Yet, there are common factors and as such, we are embarking on diverse approaches in both intervention, church tradition and expected outcomes, whilst ensuring appropriate monitoring and oversight.

The Diocese comprises three Episcopal Areas, each with an Area Bishop and two Archdeaconries with administrative support. The Diocese is overseen by the Bishop of Southwark. There are 25 deaneries.

The statutory work of the Church and support to the parishes is provided by the staff of the Diocesan office, located in Trinity House, Southwark who work collaboratively with parishes, parish clergy and officers alongside Archdeacons.

Trinity House

Trinity House houses the Diocesan office where most of the executive and professional staff of the Diocese are based. Trinity House is under the overall direction of the Diocesan Secretary who reports to Bishop Christopher, our Diocesan Bishop. Trinity House is just off Borough High Street, within a quarter of a mile of Southwark Cathedral.

In 2016 our governance structure was streamlined to align policy and resource decision-making in a new Diocesan Council of Trustees (DCT). The governance of the Diocese is held by the DCT which incorporates the Diocesan Board of Finance, Bishop’s Council, Diocesan Mission &

Pastoral Committee, and Diocesan Parsonages Board, with co-terminus membership. The DCT delegates the day-to-day management and leadership of its activities to the Diocesan Secretary who is accountable directly to it and who meets with both the Senior Management Team (comprising Departmental Heads, of which the Deputy Diocesan Secretary is one) and monthly with Archdeacons. In addition, more granular oversight by the DCT is exercised through its two committees, the Policy and Finance Committee (PFC) as well as the Audit and Risk Committee (ARC). These committees each have distinct responsibilities for scrutiny and oversight; the PFC for resource spend and performance against objectives, and the ARC in its ongoing appraisal of risk, including investment risks.

The staff who work across the whole Diocese have a core purpose and values that set out their role in supporting the Diocese achieve its Strategic objectives. These are known under the banner of 'Lead, Enable, serve' and are summarised in the table that follows below.

The Communications team comprises a Director, who also acts as the Bishop's Press Officer, a Departmental Administrator (who is also the Director's Assistant), an Editor and Communications Manager and a Designer. The members of the Department work together as a team ensuring that, wherever possible, the work load is evenly spread.

Organisation Chart





SOUTHWARK VISION 2017 -2025
HEARTS ON FIRE with a Vision for Growth;
Walking, Welcoming, Growing.

Diocesan Staff Values

Effective Stewardship of resources
Collaborative Team Working
Respect for all
Transparent Accountability

DIOCESAN STAFF PURPOSE

To serve, support, lead, and enable the mission of the God as it is worked out in the parishes, deaneries, schools and communities of the Diocese of Southwark.

DIOCESAN STAFF AIMS

- To support our parishes and clergy so that they are energised, equipped and empowered through specialist advice, leadership in ministry, training and development, good housing and by building effective relationships.
- To meet our statutory and regulatory obligations, and to be proactive in leading and disseminating good practise.
- To evaluate and allocate resources effectively, in line with the vision, aims, values, and policies of the Diocese.
- To resource, and support mission and evangelism, vocational discernment, training and ongoing development for lay and ordained ministries.
- To ensure that all our structures, policies, practices and the way in which we communicate are fit for purpose now and in the future, through regular review and continuous improvement.