



THE CHURCH  
OF ENGLAND

NATIONAL CHURCH INSTITUTIONS

## ROLE PROFILE FOR Head of Communications

### About the National Church Institutions (NCIs)

The National Church Institutions comprises a wide variety of teams, professions and functions that support the mission and ministries of the Church of England in its vision to be a church, centred on Jesus Christ, for the whole nation - a church that is simpler, humbler, bolder.

This role joins the team at **Lambeth Palace**, which is of significant historical and global provenance. It is the home of the Archbishop of Canterbury and his family. It is also an office and the epicentre of the Archbishop of Canterbury's ministry to the Church of England and the global Anglican Communion. This role is part of the team working on the Archbishop of Canterbury's Reconciliation priority.

#### **We Include. You Belong.**

Our Belonging and Inclusion Strategy aims for everyone in the National Church Institutions (NCIs) to feel that they belong, and are valued for who they are and what they contribute. Together, our people contribute in different ways towards our common purpose, whichever NCI they work in and whatever their background.

Living out our values in all that we do, we:

- Strive for **Excellence**
- Show **Compassion**
- **Respect** others
- **Collaborate**
- Act with **Integrity**

We believe our commitment to belonging and inclusion fuels our progress and drives us forward. The NCIs are a safe, inclusive workplace for people of all backgrounds and walks of life. We welcome applications from people of all faiths and of no faith. We want to encourage applications from a diverse group of people who share our values. Even if you have never thought about working for us before, if you have the skills and experience we're looking for then we would like to hear from you.

### About the department

Reconciliation is one of the three stated priorities of the Archbishop of Canterbury, Justin Welby, with a small agile team supporting this work.

The Archbishop of Canterbury's Reconciliation team has three focus areas: Reconciling Leaders Network (RLN) - which has developed *Difference*; Peacebuilding - supporting churches in areas of conflict; and Women on the Frontline - supporting women in provinces across the Anglican

Communion. This role will focus on *Difference* and the work of RLN, with intermittent support on the other areas.

*Difference* (difference.rln.global) aims to encourage, support and mobilise a generation to live out their calling as peacemakers and reconcilers, pursuing a just flourishing world. This role will seek to deliver significant growth and engagement of *Difference*.

## What you'll be doing

The post holder will support the bold objectives for the Archbishop of Canterbury's Reconciliation Ministry. They will be responsible for the creation, implementation and delivery of the communications strategy, with tactics to extend the reach and engagement with *Difference*.

As Head of Communications you will bring strategic marketing insight; manage product development, content and campaigns; and external collaborations. The post holder will have budgetary and line-management responsibilities and work with external agencies and freelancers to deliver outcomes.

You will work with and through Anglican systems, structures and networks as well ecumenically across different Christian denominations and other organisations – reaching a global audience. As well as working with civic, community and multinational organisations and networks.

### MAIN DUTIES AND RESPONSIBILITIES

#### 1. Strategy and Implementation

*Devise and implement a communication strategy with tactics to grow a network of reconcilers, extending the reach and engagement with Difference (and future RLN initiatives), as agreed with RLN Director*

- Create and implement communication strategies, working with all forms of media, including press, digital, campaigns, print, social media, audio, video and more.
- Develop external partnerships and collaborations that increase the profile of reconciliation and *Difference*, and engage new audiences.
- Engage international audiences across the Anglican Communion and wider.
- Develop messaging and propositions that communicate *Difference* and reconciliation clearly and increase engagement with the target audience.
- Responsible for managing campaigns and content.
- **Oversee the user journey and experience. Ensure all channels (website, resource hub, social media, emails etc.) are optimised and effective.**
- Work closely with the Archbishop's communications and press office as well as other communication teams in National Church Institutions and Dioceses.
- Align *Difference* promotion with the Church of England's broader strategic goals (such as becoming a younger, more diverse church).

#### 2. Management

- Line-management responsibility within the team. Establishing objectives and initiatives that serve the overall team aims and objectives.

- Oversee work streams which team members deliver as part of the communications plan, for example emails, social media, and the day-to-day communications schedule of *Difference*.
- Manage external suppliers and consultants, including tender processes, contract agreements and delivery against objectives.
- Determine and set communication policies, procedures and best practice ensuring compliance with statutory, regulatory and charitable organisational requirements, e.g. GDPR, privacy policy.
- Prepare and report on annual budget projections for communication tactics in conjunction with the RLN director and operate within agreed budgets.
- Work closely with the Operations Manager & Executive Assistant on print and distribution suppliers.

### **3. Product Development of a suite of resources**

- Provide strategic insight on product development on the suite of *Difference* resources and new/other RLN initiatives.
- Ensure distribution channels and methods are integral to the development of new resources.
- Manage the development of the *Difference* course materials, including edits and updates
- Ensure *Difference* resources faithfully express the values, theology and brand of Difference
- Manage and activate the development of new and updated resources, including translations.

### **4. Impact & Insights**

- Assess monitoring and evaluation on the impact of the *Difference* course and make recommendations to the RLN director accordingly.
- Optimise *Difference* website, social media and the Training and Resources hub; using data analytics to improve user experience and outcomes.
- Regularly monitor and report on key indicators.
- Write impact reports for senior management, funding grants and governance.
- Keep up to date with current digital and communications trends and developments to ensure best practice is fed into the work of the team.

### **5. Other**

- Support wider initiatives within the Archbishop of Canterbury's Reconciliation Ministry, including Women on the Frontline and Peacebuilding.
- The team at Lambeth Palace works closely and collaboratively, providing assistance across portfolio areas at times when extra capacity is needed. As such, an important part of this role will be to help out other team areas as required and as capacity allows.
- All employees working at Lambeth Palace share responsibility to promote and maintain a strong safeguarding culture with regard to children and vulnerable adults, including identifying the key actions they should take given their role and responsibilities.

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Your job description is intended to reflect your main tasks and areas of work, but is not exhaustive. Changes may occur over time and you will be expected to agree any reasonable changes to your job description that are commensurate with your banding and in line with the general nature of your post. You will be consulted about any changes to your job description before these are implemented.

## About You

The Church of England is for everyone and we want to reflect the diversity of the community the Church serves across the whole country. Therefore, while of course we welcome all applications from interested and suitably experienced people, we would particularly welcome applicants from UK Minoritised Ethnicities (UKME)/Global Majority Heritage (GMH) and other under-represented groups.

### Essential

#### *Skills/Aptitudes*

- Ability to set and implement a comms strategy, allocating budgetary and staff resources.
- Ability to represent the Archbishop of Canterbury's reconciliation ministry effectively, with confidence and discretion.
- Strategic thinker with the ability to work creatively, with adaptability and ideas generation.
- Excellent communication, influencing and inter-personal skills.
- High resilience with the ability to work under pressure.
- Ability to manage multiple priorities, often to changing and competing demands.
- Ability to communicate and engage audiences on themes of crossing divides, navigating disagreement, peace, justice and reconciliation
- Ability to shape effective messaging for church engagement and wider.
- Ability to understand and convey Christian theological views in a way that is easy to understand and accessible.
- Excellent communication skills, ability to write clearly and accurately
- Good IT skills, including Microsoft Excel, Outlook

#### *Knowledge/Experience:*

- Good knowledge of Christian organisations, church networks and structures to collaborate with.
- Experience of working with senior management to translate a broad range of aims and objectives into an effective, measurable programme that is aligned to the overall strategy.
- Proven track record of utilising strategic communication tactics (campaigns, partnerships, marketing channels etc.) that lead to significant growth in reach and engagement.
- Proven track record in managing and collaborating with wide range of stakeholders from senior leaders to engaging members of the public.
- Proven track record of project management; devising schedules, managing resources, suppliers and a wide range of stakeholders. Delivering projects on time, target and budget.
- Experience of product development and innovation.
- Good knowledge of Christian faith and theology, with a biblical understanding of the ministry of reconciliation.
- Good understanding of international relations and current affairs.

- Good understanding of the Anglican church and other Christian denominations, understanding the variety of traditions and the importance of engaging across this breath.

*Personal Attributes:*

- Demonstrate a passion for the ministry of reconciliation and desire to mobilise people to live out their calling as peacemakers and reconcilers.
- Operate with discretion and integrity.
- A self-starter who takes initiative and is a collaborative team player.
- Good self-management and care
- Proactive and committed to achieving results.
- Flexible in order to meet the demands of the post, and approach to office life (particularly adapting to specific needs and urgent priorities).
- In sympathy with the aims and ethos of the Church of England.

*Circumstances:*

- Whilst the NCIs are committed to wellbeing and work/life balance, a willingness and availability to occasionally work outside normal office hours is required, on occasion.
- Flexible in order to meet the demands of the post (attending events including weekend events when required).

**Desirable**

- Training and/or experience of working on themes relating to reconciliation, such as interfaith, social cohesion, racial justice, trauma-informed practices, mediation, restorative justice
- Experience of engaging global audiences, across different regions, languages and cultures

## Vacancy Summary

<b>JOB TITLE:</b>	Head of Communications
<b>NCI ENTITY:</b>	Lambeth Palace
<b>DEPARTMENT:</b>	Office of the Archbishops (Lambeth Palace)
<b>GRADE:</b>	Band 3      Standard Point
<b>SALARY:</b>	£56,833
<b>WORKING HOURS:</b>	35
<b>PRIMARY OFFICE LOCATION:</b>	Lambeth Palace, London, SE1 7JU
<b>HYBRID WORK ARRANGEMENTS:</b>	2-3 days per week in the office
<b>SUITABLE FOR FULL HEMWORKING:</b>	<input type="checkbox"/>
<b>HEMWORKING REQUIRED:</b>	<input type="checkbox"/>
<b>CONTRACT TYPE:</b>	Fixed-Term 18 months until 31.12.2025. (further contract discussed at interview stage)
<b>IS A DBS CHECK REQUIRED? IF YES, WHICH LEVEL</b>	<input checked="" type="checkbox"/> BasicChoose an item.
<b>IS A FAITH-BASED GOR APPLICABLE FOR THIS ROLE?</b>	<input type="checkbox"/>
<b>ORACLE POSITION CODE:</b>	8100077
<b>COST CODE:</b>	15069
<b>PARENT POSITION:</b>	Director of the Reconciling Leaders Network