



DIOCESE OF EXETER

Grow in Prayer | Make New Disciples | Serve the People of Devon with Joy

ROLE DESCRIPTION AND PERSON SPECIFICATION

DETAILS	
Role Title	Communications & Engagement Officer: Website, Marketing & Publications
Department	Communications & Engagement
Reports to	Director of Communications & Engagement
Salary/Rate	£21,000 to £24,000 pro-rata, per annum
Contract Type	Part-time, Fixed-Term Maternity Cover March 2021 – January 2022 (with the possibility of extending to March 2022).
Hours	29 hours per week over 4 days. Flexibility needed over some evening and weekend work for which time off in lieu may be taken.
Normal Place of Work	The Old Deanery, The Cloisters, Exeter, EX1 1HS or working from home. There will be a requirement to work from the office at least one day a week and for some limited travel once the current coronavirus restrictions are eased
Responsible for	N/A
Date of Issue	December 2020
NATURE OF WORK	
<p>Role Purpose:</p> <p>To share the story of the Church of England in Devon through our website, social media, newsletter, mailings and campaigns, reflecting the Diocese of Exeter’s vision to <i>Grow in Prayer, Make New Disciples and Serve The People of Devon With Joy</i>.</p> <p>The role will work alongside other members of the Communications team to:</p> <ul style="list-style-type: none"> ▪ Manage the diocese website and produce the monthly prayer diary. ▪ Work on marketing and mission campaigns across different departments in the Diocese. ▪ Help the Diocese to communicate in a streamlined and engaging way via regular electronic mailings, annual calendar and other publications. 	



- Work alongside other members of the Communications team to ensure the Diocese of Exeter has a strong voice and a listening ear in the social media sphere.
- Assist the Communications Director in her press office role when required and share weekend media cover.

Key Aspects of Role:

The Officer role requires a high degree of proficiency across the domains of:

- Website management and page design
- Publications design and graphics
- Attention to detail, accuracy and consistency
- Basic journalism
- Social media management, creative engagement and analytics
- Multi team working and relationship building

A limited amount of out-of-hours working will be required, for which time off may be taken in lieu.

The Officer will be required to apply for a basic disclosure from the Disclosure and Barring Service in connection with this role.

Key Relationships:

The job reports to the Director of Communications & Engagement and will work closely with:

- Parochial clergy and lay officers
- EDBF employees
- Bishops and Archdeacons
- Local and national media
- General public

Role Area	Main Duties and Responsibilities
Communications	<ul style="list-style-type: none"> ▪ Communicate the work of the Diocese, local churches and the national church to internal and external audiences via a range of communications channels. ▪ Develop and deliver lively and engaging content across all appropriate channels to help bring the Diocesan vision to life. ▪ Help parishes effectively communicate and engage with their congregations and local communities. ▪ Identify and act upon communications opportunities offered by Diocesan decisions and initiatives.



	<ul style="list-style-type: none"> ▪ Work with other Diocesan departments on the communications aspect of campaigns and initiatives.
Website and Social Media Management	<ul style="list-style-type: none"> ▪ Manage the Diocese of Exeter website, making it engaging and user friendly. ▪ Recognise and identify stories with audience value which underpin the diocese vision and turn them into content appropriate for use both inside and outside of churches. ▪ Manage and develop the design and publications function of the team, including the magazine, prayer diary and other publications for internal and external audiences across the diocese. ▪ Generate advertising for publications when needed. ▪ Work as part of the Communications and Engagement team to provide editorial content for the Diocese magazine and other publications. ▪ Work as part of the Communications and Engagement team to ensure our social media channels are managed effectively. ▪ Adapt to new social media trends as appropriate for use in a Church of England context.
Relationship Building	<ul style="list-style-type: none"> ▪ Network and build good relationships with colleagues and contacts across the diocese. ▪ Understand the diverse nature of audiences across the diocese and develop effective engagement strategies and communications models and styles.
Team Working	<ul style="list-style-type: none"> ▪ Contribute to the work of the Communications & Engagement team and the mission of the diocese as a whole. ▪ Work with other EDBF teams to develop new initiatives and campaigns. ▪ Liaise and work with internal IT manager and external website provider. ▪ Additional activities and duties as reasonably required.
Training	<ul style="list-style-type: none"> ▪ Provide training where necessary, for example develop and deliver simple tutorials on writing skills, basic graphic design and making a website more user friendly etc for key groups in churches and for Mission Communities across the diocese.
Policies, processes and procedures.	<ul style="list-style-type: none"> ▪ Knowledge and application of basic media law including copyright.
Information Management	<ul style="list-style-type: none"> ▪ Website management, uploading prepared content to diocese website. ▪ Keep accurate notes, correspondence and records, and place on file as appropriate.



	<ul style="list-style-type: none"> Ensure information management systems and policies are adhered to, including GDPR policy and Data Protection.
Safeguarding	<ul style="list-style-type: none"> Ensure all Diocesan Safeguarding Policies and procedures are adhered to. Own Safeguarding training completed to level C0/C1.
Equality and Diversity	<ul style="list-style-type: none"> Role model inclusive behaviours in day to day working practices. Work in accordance with diocesan equal opportunity policies.

PERSON SPECIFICATION

The following areas outline what qualifications, training, experience and technical abilities the applicant will need to demonstrate.

	Essential	Desirable
Qualifications and Training	<ul style="list-style-type: none"> Educated to at least A level with further qualifications in relevant field or relevant experience. 	
Experience	<ul style="list-style-type: none"> Experience of working in website management and publications design. Experience of devising and implementing marketing campaigns. Experience of writing for a magazine or newspaper and being involved in its publication. Experience of working on a marketing or mission campaign. Some market research experience. Experience of working with external agencies. Experience of writing content and updating web and social media platforms. Experience of using analytics to inform web strategies and planning. Proven organisational skills with exceptional attention to detail and accuracy, using initiative to plan and prioritise workload and respond flexibly to circumstances. Experience of working as a key member of a team demonstrating good 	<ul style="list-style-type: none"> Qualifications in media law. Experience in delivering media training.



	interpersonal skills and a collaborative style of working.	
Technical	<ul style="list-style-type: none"> ▪ Firm grasp of GDPR legislations and other data protection best practice. ▪ Website management using Wordpress. ▪ Design skills using Indesign, Canva or similar software. ▪ Able to follow a brief and show initiative, spotting opportunities and responding creatively. ▪ Ability to identify and communicate key messages to different audiences. ▪ Able to manage multiple projects simultaneously. ▪ Excellent written, oral and visual communication skills; able to articulate a diverse range of concepts accurately and succinctly. ▪ Able to effectively identify and communicate key messages with a broad range of people, adapting style to suit audience. ▪ Able to present a professional and positive image at all times. ▪ Excellent IT skills, including knowledge of Microsoft Office, Publisher and website content management. 	<ul style="list-style-type: none"> ▪ Able to create graphics. ▪ In-depth understanding or first-hand experience of the Church of England, its beliefs and its parochial system.
General Requirements	<ul style="list-style-type: none"> ▪ Welcome visitors and receive incoming enquiries and telephone calls, dealing promptly and courteously with enquires. ▪ Ensure all health and safety instructions are followed and that care is taken to ensure safety for self and colleagues, reporting concerns immediately. ▪ Sensitive to the different cultures, traditions and activities within the Church and maintain a consistent approach to clergy and non-clergy matters. ▪ Commitment to anti-discriminatory practices within the Church of England's legal context. 	<ul style="list-style-type: none"> ▪ An awareness of how the belief systems which shape the life of the Church may affect safeguarding work in the Church of England.



<p>Personal Requirements</p>	<ul style="list-style-type: none"> ▪ Committed to and confident in the aims and ethos of the Diocese of Exeter and of the mission and ministry of the Church of England. ▪ A full driving licence. ▪ Able to provide own transport for work purposes across the Diocese. 	<ul style="list-style-type: none"> ▪ A living commitment to follow Jesus Christ. ▪ A practising communicant member of the Church of England, or of a church belonging to the Churches Together in England.
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ROLE COMPETENCIES

The following impact areas outline the typical strengths, abilities and behaviours expected to fulfil the role.

Setting Direction	Seeing the Big Picture:	<ul style="list-style-type: none"> ▪ Understand how own work supports the work of the Communications & Engagement team, the EDBF and the wider diocese. ▪ Understand the roles and responsibilities of all other team members and key members of the EDBF and external contacts and agencies. ▪ Keep up to date with issues that affect own work area. ▪ Show professional curiosity and interest in expanding knowledge in areas related to own work.
	Changing and Improving:	<ul style="list-style-type: none"> ▪ Able to respond positively to new situations and ideas and implement change as directed. ▪ Give and receive feedback and learn from experience to improve personal contribution to the Communications & Engagement team. ▪ Take the initiative to suggest new ideas to improve and develop the Communications & Engagement functions within the EDBF and diocese. ▪ Able to change ways of working to aid cooperation with the Communications & Engagement team and across the EDBF.
	Making Effective Decisions:	<ul style="list-style-type: none"> ▪ Gather all relevant and available information to gain accurate understanding of situations. ▪ Clarify own understanding and needs and expectations of team and others before making decisions. ▪ Seek and take advice from managers with decisions that involve an element of risk. ▪ Explain how decisions have been reached in a clear and concise way. ▪ Able to spot and deal with issues as they occur. ▪ Able to recognise the limits of own authority within the role.



Engaging People	Leadership:	<ul style="list-style-type: none"> ▪ Show enthusiasm for own work and be accountable for meeting own goals. ▪ Learn to anticipate the needs of the Director of Communications & Engagement and other key EDBF personnel. ▪ Seek support and advice of manager for handling challenging situations. ▪ Act in a manner consistent with the values of the organisation and proactively role model and promote an inclusive workplace. ▪ Report to Director any concerns or issues which arise during the course of employment, especially relating to any inappropriate/unacceptable behaviours or conduct of colleagues or external contacts.
	Communicating and Influencing:	<ul style="list-style-type: none"> ▪ Use appropriate method of communication for each person, e.g email, telephone call or face to face, taking into consideration their individual needs and circumstances. ▪ Communicate with others in a clear, honest and positive way to build trust. ▪ Engage with colleagues and actively participate in team meetings. ▪ Able to listen and value different ideas, views and ways of working. ▪ Respond constructively and objectively to comments, questions and feedback on performance and take action to improve where necessary.
	Working Together:	<ul style="list-style-type: none"> ▪ Build effective relationships with own team and EDBF employees. ▪ Be responsible and accountable for own work and show awareness of the wider impact of own actions on the EDBF and wider diocese. ▪ Identify opportunities to share knowledge, information and learning with the Communications & Engagement team and the EDBF. ▪ Remain approachable to all colleagues and work collaboratively and show interest in others. ▪ Exhibit diplomacy, tact, patience, flexibility and a sense of humour. ▪ Take responsibility for own health and wellbeing and offer support and help to colleagues when in need.



Delivering Results	Developing Self and Others:	<ul style="list-style-type: none"> ▪ Able to identify gaps in own skills and knowledge and ask for training and support. ▪ Seek learning and training opportunities and agree a personal development training plan. ▪ Able to recognise signs of stress in oneself and in others and seek manager's support.
	Managing a Quality Service:	<ul style="list-style-type: none"> ▪ Maintain a 'can do' and organised approach to own work, being reliable and conscientious. ▪ Understand the varying needs of the Communications & Engagement team and parishioners who receive the team's services to provide appropriate administrative support. ▪ Follow relevant policies, procedures and legislation to complete own work. ▪ Maintain a consistent approach to clergy and non-clergy administrative support.
	Delivering at Pace	<ul style="list-style-type: none"> ▪ Use own knowledge and expertise to organise work, and stay focused on delivery and quality of work. ▪ Have good time management skills and agree priorities with manager to ensure timely delivery of administrative support. ▪ Able to work and remain calm under pressure to meet deadlines. ▪ Keep Communications & Engagement team and key EDBF personnel updated on how work is progressing.