



## JOB DESCRIPTION AND PERSON SPECIFICATION

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<b>Job Title:</b>	Communications & Influence Officer
<b>Location:</b>	Options to work flexibly in the office at Church House, Threemilestone, TR4 9NH or from home with travel across Cornwall
<b>Employed by:</b>	The Diocese of Truro
<b>Salary:</b>	£26,000 - 28,000 pa depending on experience
<b>Hours:</b>	35 hours a week (some flexible working possible)
<b>Contract:</b>	Permanent
<b>Managed by:</b>	Director of Change & Renewal
<b>Accountable to:</b>	Head of Communications
<b>Key Relationships:</b>	Internal: Change & renewal team; Church House team External: volunteers and clergy in parishes.

### Key purpose of the Role

The primary purpose of this role is to work with the Change and Renewal team to support communication of Next Steps On the Way (0.6) and the remainder of this post to work with the Communications team (0.4) to help deliver our organisation communications strategy.

### Main Responsibilities

#### 1. To act as the lead officer for the development and implementation of a communications and influence plan for the Change & Renewal programme:

- Work with the Director of Change & Renewal and the Head of Communications to develop the plan.
- To lead on the actions in the plan relating to communications.
- To support colleagues with the roll out of the plan.
- To monitor the progress of the plan and report on this, including identifying areas for improvement and new opportunities.
- To work with the Head of Communications to ensure this plan and the associated work are integrated with the wider communications of the diocese.

## 2. Work with colleagues, parishes, Deanery Implementation Teams and Deaneries to ensure that key messages, including those of Next Steps on the Way, reach people in the congregations and communities.

- Identifying possible stories and opening up channels of gathering them.
- Content creation, particular story writing and posting. The level of this depends on experience, opportunities range of re-nosing to long-form. It may include engaging content producers to produce the required content in conjunction with the Head of Communications.
- Content distribution through channels including social media, web, print and digital newsletters, including developing and maintaining new and existing channels. Coordinating this with the wider communications of the Diocese.
- Gathering feedback on messaging to enable ongoing improvement including reach and engagement.
- Supporting other teams, in conjunction with the Head of Comms, at Church house to prepare and distribute content, including the planning and creation of videos (production may be out sourced, but some in-house editing of Zoom recordings as a minimum). This is to including consent & permission management and quality control.
- Assist colleagues with the production of podcasts including planning, technical support, editing and distribution.
- Assist colleagues to improve the accessibility of content, including subtitles and alternative formats.
- Build and maintain relationships with relevant media organisations

## 3. Organising events and workshops to bring together key stakeholders, both internally and externally with a range of partners, to discuss key issues which affect the Church and communities

- Working with the Change & Renewal team to plan a programme of events and workshops throughout the areas in a range of formats and locations.
- Attend and deliver aspects of these events, facilitating discussion and gathering input from participants.
- Collating and reporting upon participant input.
- Assisting colleagues with events planning and publicity.

## 4. Provide general support to the communications team of Church House.

- Contribute to the communications annual planner.
- Respond to telephone/email queries.
- Assist the Head of Comms with responding to media requests.
- Assist the Head of Comms with department communications and support to the Bishops, as delegated.
- Provided cover for the Head of Communications for holidays and some out of hours cover for crisis and reactive communications (with additional support where appropriate).
- Assist with design work such as laying out of simple documents using templates and branding. Level of work dictated by skill level in this area.
- Engaging with external designers and other content producers, including setting briefs and coordinating feedback and final sign off.
- Collating and laying out the quarterly prayer diary.
- Assist with the editorial control of the organisation to support brand control and coordination of communications.

## 5. Health & Safety

- To adhere to the Diocese of Truro’s Health and Safety policy and procedure as well as any other related laws and to do all that is reasonable to promote care and safety in the fulfilment of the role and in daily working life.

#### 6. Safeguarding

- To adhere to the Diocese of Truro’s Safeguarding Policy and Procedure as well as any other related laws and to do all that is reasonable to promote care and safety in the fulfilment of the role and in daily working life for all who may be vulnerable. This includes a responsibility to remain up to date with your own safeguarding training at the level appropriate to the role.

#### 4. General

- To undertake other duties, as may be required from time to time, to ensure the effective and efficient fulfilment of the role
- To undertake relevant training required to best carry out the role
- To participate in organisation wide meetings, away days, etc.

## PERSON SPECIFICATION

	Essential	Desirable
Experience	<ul style="list-style-type: none"> <li>• Experience in a relevant communications role.</li> <li>• Experience of working directly with stakeholders and successfully engaging their participation.</li> <li>• Experience of managing communications using a range of media including social, web, print and digital.</li> <li>• Experience of communications planning including monitoring and reporting.</li> <li>• Experience of event planning.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of reactive and crisis comms.</li> <li>• Experience of producing podcasts.</li> </ul>
Skills and knowledge	<ul style="list-style-type: none"> <li>• Excellent skills and understanding of commonly used Microsoft tools</li> <li>• .</li> <li>• Well-presented, accurate work.</li> <li>• Ability to communicate well , both verbally and in writing with a wide range of stakeholders.</li> <li>• Organised and able to prioritise.</li> <li>• Strong team working skills.</li> <li>• The ability to adapt to changing circumstances and to work on own initiative.</li> <li>• Knowledge of how media and other communications work and able to advise others on this.</li> </ul>	<ul style="list-style-type: none"> <li>• Video editing ideally using Premiere Pro.</li> <li>• Design - Use of InDesign or similar.</li> <li>• Use of Wordpress or similar.</li> <li>• Able to produce high quality content.</li> <li>• Photography.</li> <li>• Knowledge of tech for podcasting. Working knowledge of Church of England.</li> <li>• Working knowledge of safeguarding or education.</li> </ul>

	<ul style="list-style-type: none"> <li>• An understanding of forward news planning.</li> <li>• Able to analyse and target appropriate communications materials to a range of identified audiences.</li> </ul>	<ul style="list-style-type: none"> <li>• Relevant qualification- Degree, NCE, CIPR etc</li> </ul>
Personal qualities	<ul style="list-style-type: none"> <li>• An interest in people and able to show an ability to understand and share the feelings of others.</li> <li>• Able to maintain confidentiality</li> <li>• Reliable</li> <li>• Understanding of and commitment to equality, diversity and inclusion</li> </ul>	
Other	<ul style="list-style-type: none"> <li>• Willingness and ability to travel across Cornwall, sometimes in the evenings.</li> <li>• Willingness and ability to provide comms cover for some weekends and out of hours at times.</li> </ul>	Full driving licence & own car.
<p>T This role does not have an occupational requirement to be a practising Christian but this is a Christian place of work, so you must have respect for the faith of the Church of England &amp; be able to support our objectives and mission.</p>		

## Diversity

We understand the benefits of employing individuals from a range of backgrounds, with diverse cultures and talents. We aim to create a workforce that:

- values difference in others and respects the dignity and worth of each individual
- reflects the diversity of the nation that the Church of England exists to serve
- fosters a climate of creativity, tolerance and diversity that will help all staff to develop to their full potential.

We expect all of our employees to be treated and to treat others with respect. Our aim is to provide a working environment free from harassment, intimidation, or discrimination in any form which may affect the dignity of the individual.

We welcome applications from all suitably qualified persons. However, we would particularly welcome applications from those with a disability, or from a UK minority ethnic background, as these groups are currently under-represented in our staff.

## BACKGROUND INFORMATION

The over-arching vision for the Diocese of Truro is to ‘Discover God’s Kingdom and Grow the Church’ with The Saints’ Way. Our prayer is simply

this: that we become an ever more hopeful, confident church that seeks the mind, heart and will of God for Cornwall, for the communities he calls us to serve, and for the wider world beyond these shores.

We are currently undertaking a grassroots change aimed at positioning the Church in Cornwall to tackle the biggest spiritual and societal needs of Cornwall in the 21<sup>st</sup> Century. This work has been undertaken by the local church, through engagement with a regional planning process. The implementation phase is known as Next Steps on the Way and this role is key in ensuring people know what is going on and can have their voices heard on an ongoing basis.

The diocese has an annual turnover of £7million and total assets of £110million. You can find out more about the Diocese of Truro here: <https://www.trurodiocese.org.uk/about-us/>, and [about working with us here](#).

The Church of England is a unique organisation. We accept that the successful individual may not immediately be familiar with all the aspects of this job, but we will support you so that you are able to learn the unusual elements of the organisation, and the laws and structures within which we operate.

