

Diocese Recruitment Pack

Communications Manager



Diocese of
Liverpool

Bigger Church, Bigger Difference

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Welcome



Dear Applicant,

Thank you for your interest in a position with the Diocese of Liverpool, and for considering us as the next step in your career. We serve a vibrant and diverse diocese, working in partnership with a wide range of worshipping communities, churches, schools, charities and other organisations across the region.

This is an exciting time to join our team as we continue our transformational journey of change – aimed at enabling our churches to grow and become younger and more diverse. Our Fit for Mission programme is at the heart of this approach, helping churches to flourish, develop new leaders, and expand their work with children and young people, with social justice at the heart of our mission.

As an employer, we offer flexible and hybrid working, a strong sense of community, and opportunities to develop your skills in a collaborative environment where we hope you will feel valued, supported and empowered to grow.

We are looking for people whose values resonate with our ethos and who are excited to help shape the future of the Diocese of Liverpool.

If you want to be part of a team striving to make a lasting impact on the communities we serve, then we would love to hear from you.

Yours faithfully,

Diocesan Secretary
Diocese of Liverpool



Who we are

The Diocese of Liverpool is one of 42 dioceses that make up the Church of England, sitting within the Province of York under the guidance of the Archbishop of York.

Our diocese spans far beyond the heart of Liverpool, from the coastal town of Southport to the industrial heritage of Widnes, from the communities of North Warrington to the borough of Wigan, we serve a wide and dynamic region. Our operational base is St James' House, situated next to the breath-taking Liverpool Cathedral - the mother church of our diocese and an iconic landmark of faith and culture.



Our Diocese

Our diocese is led by the interim Bishop of Liverpool and the Bishop of Warrington, supported by three Archdeacons of Liverpool, Knowsley & Sefton, and St Helens & Warrington. These archdeaconries are made up of 14 deaneries, which include:

- 160 parishes, each with its own unique character and mission
- 275 dedicated members of clergy
- 275 licensed readers actively engaged in ministry
- 100 retired clergy still making a meaningful impact
- 50,000 committed church members
- 120 church schools educating and nurturing faith
- 30,000 children receiving their education in a church school setting

The Diocese of Liverpool's mother church is the Liverpool Cathedral which is the biggest cathedral in the UK and also one of the biggest in the world!

Our administrative centre is Saint James House where you would primarily be based in this role and where majority of our staff are based.

Our Vision

Our diocesan vision is simple. We are asking God for a bigger church which will allow us to make a bigger difference with more people knowing Jesus and more justice in the world.

Our first ever Bishop of Liverpool, J.C Ryle, wanted every person, lay or ordained to become 'active agents' of the church. That belief has shaped our mission since the 1800s and remains at the heart of what we do today. We are committed to ensuring that everyone in our diocese is equipped and empowered to live out their faith in meaningful ways.

We have developed a bold and ambitious plan to help every part of our diocese step forward in mission. We want to see parishes working together to build a church that is younger, more diverse, and deeply rooted in its communities - a confident Christian presence in every area we serve.

To help our parishes, schools and chaplaincies flourish and fully embrace this vision, we are prioritising:



This is an exciting time to be part of the Diocese of Liverpool as we continue on this transformative journey together.

Our Strategy - Fit for Mission

At the heart of our diocesan strategy is Fit for Mission, a transformative programme designed to remove barriers to growth and equip our churches to flourish. This initiative supports every deanery in the Diocese of Liverpool to shape its own future - strengthening mission, deepening discipleship, and ensuring sustainability.

Through Fit for Mission, we are investing in six key areas, providing expert support and specialist resources to empower our churches to:

- Deliver best-practice missional ministry through collaborative team working with a group of other churches
- Multiply the number and type of church communities, so that many more people can know Jesus
- Deliver sustainable buildings to meet and worship in
- Give good support and accountability to lay and clergy leaders
- Streamline parish bureaucracy through forming larger parishes
- Make admin and compliance easier through Resource Hubs in each larger parish

Fit for Mission is about renewal, opportunity, and a bold step into the future. Together, we are building a Church that is equipped, empowered, and ready to make a lasting impact.

For more information, visit www.liverpoolcofe.org/fitformission.

Our Strategy - Diocesan Investment Programme

Building on our Fit For Mission programme, we are working towards a new investment from the Church of England to enable us to expand delivery in:

- 1 Mission** – Expanding our work with children and young people, championing social and racial justice, revitalising churches, and establishing new worshipping communities.
- 2 People** – Deepening discipleship, creating clear vocational pathways through 'Lifecall', and offering accessible training and development for both lay and ordained ministry.
- 3 Financial Sustainability** – Encouraging generosity as a core part of discipleship, providing expert guidance on maximising church buildings and assets, and offering grants to support mission and long-term growth.

This is a moment of opportunity - a time to step forward with faith, ambition, and commitment. Together, we are shaping a thriving future for the Church in Liverpool and beyond.



How we value you

The Diocese of Liverpool is a special place to work, and we're committed to valuing our people to ensure that you are supported to develop and succeed.

What it's like to work here:

- We have a positive working environment with a family friendly approach, offering flexi time and hybrid working for all roles.
- We are actively seeking to be a more diverse and fully inclusive workplace, focussing on developing community through informal groups and activities. We have staff resource groups for people identifying as LGBTQIA+ and from UKME.
- Working in a smaller organisation like ours gives you many opportunities to develop through gaining wider experience working with multiple small teams. We actively encourage early career employees to expand their range of experience and skills and we look forward to helping you to develop.
- With open plan working and shared activities you will quickly get to know everybody here whilst forming key, strong relationships in a small team.



Our benefits

We want you to feel valued and appreciated for the contribution you will make to ensuring our churches, schools and chaplaincies can make a significant difference for good in the lives and communities of our region. That is why we offer you the following benefits:

- Non-contributory pension scheme, worth up to 14.5%. There is the opportunity for employees to make additional voluntary contributions, where the first 3% will be matched by the employer
- 25 days leave per year (excluding bank holidays) with up to 3 days additional leave per year over the Christmas period
- Employee Assistance Programme (free 24 hour confidential helpline to support staff wellbeing (including counselling))
- Hybrid/flexible working
- Generous sick pay scheme
- Free city centre parking available 7 days per week
- Free tea and coffee provided
- Staff discount - Welsford Bistro
- Staff discount - Cathedral shop
- Exclusive invitations and previews to Cathedral events and exhibitions
- Staff discount on Liverpool City Council Lifestyles gym membership

The Role

Role Title: Communications Manager

Reporting to: Head of Communications

Salary: £37,378-£38,378 pa

Hours: 35 hours per week (full time)

Location: St James house. Some evenings (and possibly an occasional weekend meeting) will be required within the working hours above

Role Summary:

This is a high profile and pivotal role within the communications team at the Diocese of Liverpool and Liverpool Cathedral as we seek to tell our stories and build our reputations as we grow and aim to reach younger and more diverse audiences.

In conjunction with the Head of Communications, this role will be responsible for shaping and implementing the communications and engagement strategies important to the overall Diocesan mission. This is currently our Diocesan Investment Programme, from the National Church and Fit For Mission, an exciting project that will transform the life and mission of Liverpool diocese.

As a landmark of the city, Liverpool Cathedral runs a number of high-profile services, exhibitions and events. As the communications manager, it will be your responsibility to market these events to the public. From planning the social media campaign for our next exhibition to ensuring that all worship services are properly displayed and advertised. Working alongside a number of stakeholders, such as the enterprise and fundraising departments to ensure that all communications needs are met and planned for.

The post holder will help create and facilitate a framework for clear, consistent communications, bringing experience of best practice. They will be responsible for developing messaging for audiences, developing effective channels, production/media through those channels, creating feedback channels, and evaluating and reporting effectiveness. They will build and sustain meaningful, productive relationships with key internal and external stakeholders and help set the tone for how we speak to the world around us. They will have day to day responsibility for managing the communications team.

The Role

Job Summary:

- Work with the Head of Communications and diocesan stakeholders to develop the communication and engagement strategy initially explaining and promoting Fit For Mission and the Diocesan Investment Programme (DIP).
- Develop and implement the rolling integrated Comms & Engagement plan for the DIP and wider diocesan / cathedral communications.
- Oversee the management and development of the website and social media.
- Manage the Communications Team.
- Develop, implement and maintain brand consistency.
- Support Diocesan and Cathedral events.

Duties & key responsibilities:

- 1) Work with the Head of Communications and diocesan stakeholders to develop the communication and engagement strategy, specifically explaining and promoting the Diocesan Investment Programme (DIP).**
 - a. This will focus significantly on how to engage stakeholders within the diocese, receive feedback, as well as broadcast communications effectively.
 - b. There is also a focus needed on reaching younger and more diverse audiences.

The Role

2). Develop and implement the rolling integrated Comms and Engagement plan for the DIP and wider diocesan communications.

- a. Develop strong working relationships with all leaders within the diocese.
- b. Establish and implement a transparent, effective and efficient process of commissioning, producing, phasing, delivering and evaluating on-brand communications and engagement to deliver the plan.
- c. Establish comms & engagement feedback channels.
- d. Take editorial responsibility for key communications including current vehicles – The Bulletin; Cathedral E-News, social media and websites for diocese and cathedral as well as write key corporate documents from time to time.
- e. Oversee the development of critical marketing and promotional campaigns by the Communications Assistant.

3) Oversee the management and development of the website and social media development. Work with the communications team to:

- a. Plan, schedule and publish content across our social channels and professionally maintain the social media presence of the diocese and cathedral.
- b. Integrate communication activities across a variety of media platforms.
- c. Proactively spot trends and opportunities in social media communications.
- d. Engage with followers, monitor user-generated content and respond to queries in a timely manner.

The Role

4) Manage the Communications Team

- a. Manage and support the Comms team to deliver the various communications strategies.
- b. Support their professional development.

5) Manage any outside agencies or partners, and support diocesan and cathedral events.

- a. Build good relationships with key local media outlets and influencers.
- b. Assist with events and exhibition launches at the cathedral to capture media and liaise with invited press.
- c. Assist with the communications and press management at events within the Diocese and Cathedral.

Person Specification

Person specification - Essential requirements:

Qualifications

- Educated to degree standard- preferably in related subject (a)

Experience

- Developed, implemented and evaluated a communications and engagement strategy for a wide range of stakeholders.
- Developed and managed a complex communications plan to deliver the strategy (a/i).
- Leadership of a team including evidence of motivating and inspiring a team to achieve their goals, setting objectives and performance management and professional development (a/i).
- Effective management of projects from concept to completion (a/i).
- Experience of managing budgets (a/i).
- Previous experience of editing and production of top equality communications outputs (a/i).
- Proven ability to use social media as a communications platform (a/i).

Person Specification

Knowledge and skills

- Excellent communicator both written and verbal (i/a).
- Strong interpersonal skills able to develop strong working relationship and ability to work collaboratively with internal and external people (a/i).
- Ability to influence, persuade and negotiate (a/i).
- Excellent planning and organising skills (i/a).
- Ability to manage conflicting demands on time (i/a).
- Wise judgement.
- Have a keen eye for detail and presentation (i/a).
- Ability to work accurately to deadlines (i/a).
- Understanding the importance of maintaining a professional reputation and PR (i).
- Demonstrate a positive “can do” attitude and constantly look for more efficient and effective ways of working (i/a).
- Excellent grasp on technology and platforms relative to this role; keeping an eye out for new trends and emerging technologies (a/i).

Personal qualities

- Excited / sympathetic to the values and ethos of the Church of England and the Christian faith.
- Has wise judgement (i).
- Optimistic and driven to success (a/i).
- Remain calm under pressure (i).
- Professional and respectful to others (a/i).

Person Specification

Person Specification - Desired requirements:

Qualifications

- Membership or recognised professional body CIPR/ CIM or equivalent.

Experience

- Previous experience building good relationships with third party outlets, e.g. national media (a/i).
- Experience of managing precious crisis situations (a/i).
- Experience of managing external agencies (a/i).

The post holder must be in sympathy with the aims and ethos of the Church of England. The post holder must also fully support the Values of the Diocese of Liverpool/Liverpool Cathedral.

References are taken and all roles are subject to a 6-month probation period.

How to apply

- ✓ Read through the helpful information on our website regarding the position and follow the link to Church Pathways to proceed with your application.
- ✓ For further support and/or questions, email **HR@liverpool.anglican.org**
- ✓ Applications are assessed based on the Person Specification - use concrete examples to help give yourself the best possible chance.

Recruitment Timeline:

- > **Applications Open: 9th April 2025**
- > **Applications Close: 27th April 2025**
- > **Shortlisting Date: W/C 28th April 2025**
- > **Interview Date: TBC**

If you would like an informal chat about the role or have any questions, please don't hesitate to get in touch via **HR@liverpool.anglican.org**.

The Diocese of Liverpool are committed to safeguarding and promoting equality, we are committed to equality of opportunity, to be fair and inclusive, and to being a place where all belong. We encourage applications from candidates who are likely to be unrepresented in our workforce. These include people from Black, Asian and ethnic minority backgrounds, disabled people and LGBTQI+ backgrounds.

Get in touch

The Diocese of Liverpool is here to help with any questions or enquiries you may have about the role

Contact: **HR@liverpool.anglican.org**

Website: **liverpoolcofe.org**

Address: **St James House, 20 St James Road, Liverpool, L1 7BY**



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