



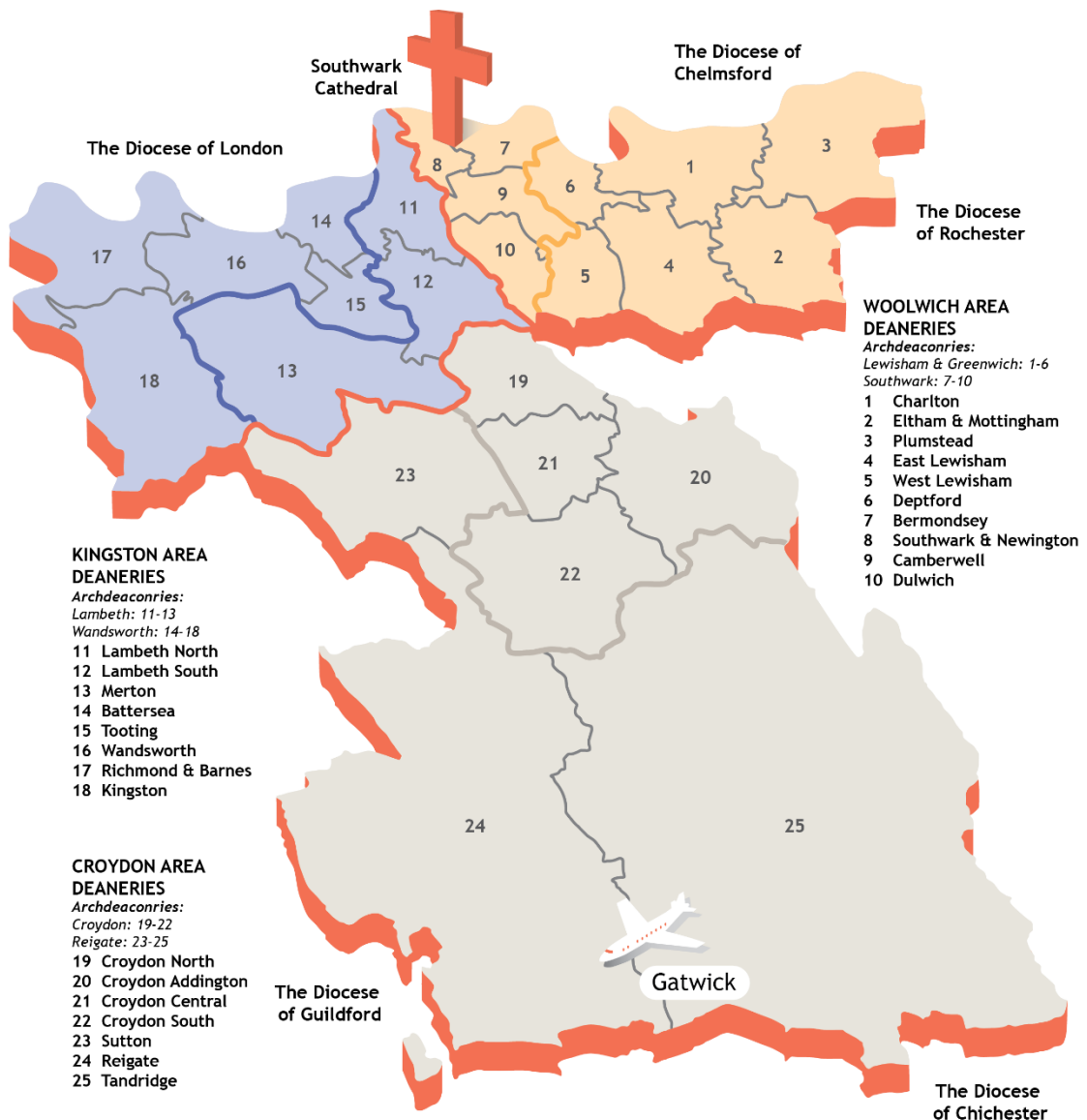
The Diocese of
Southwark

Director of Communications

Application pack

Closing date: 14th December 2022

Interview date: Anticipated to be between 5th and 12th January 2023.





The Diocese of
Southwark

Diocesan Secretary

Ruth Martin (Lay Canon)

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25 November 2022

Dear Applicant,

I am delighted that you have shown an interest in the role of Director of Communications with the Diocese of Southwark.

This information pack provides an outline of the role, the skills and experience that we are looking for, plus some further background to the Diocese, and an organisation chart. The deadline for applications is 14th December 2022, and we are hoping that interviews can take place on date to be confirmed between 5th and 12th January 2023.

The Director of Communications is a senior role within the leadership team of the diocese, responsible for the Department of Communications and a member of the Senior Management Team at Trinity House and the Bishop's Staff Team. The Diocese is facing both challenges and opportunities. We seek to recover and grow the church during current challenges such as the cost of living crisis, and we have wonderful opportunities to celebrate and rejoice in our faith as we serve the people of South London and East Surrey. Managing through changing times, building on our wonderful traditions and rich diversity across this large Diocese, you will play a pivotal role as we engage our communities and parishes, clergy and lay leaders, and the whole people of God.

We are looking for a practising Christian, either an Anglican or in a church in communion with the Anglican Communion, to lead a small but dedicated professional team developing our communications strategy. It is a very varied and dynamic role, and you should be the type of person who relishes listening as well as communicating, so that a considered approach can emerge especially in any testing situations where your advice, particularly to Bishop Christopher as his Press Officer and Media Adviser will be valued and trusted. In addition, we hope you will be excited by the innovative ministry and mission of our Pioneering and Fresh Expressions team, and the work of our Mission and Evangelism team including its passion for social justice. You will also work with the Southwark Board of Education and work collaboratively with colleagues at our Cathedral, just a few minutes walk from the office. You will have an opportunity to contribute strategically to our growth agenda and mission which celebrates our parishes and works with them as partners in the Gospel.

Also included in the information for applicants is our Communications Strategy, outlining some of the areas of the work, and the approaches that we take. In practice, we need to be able to make sure that our plans are responsive to the needs of parishes, and their communities, and that our strategy evolves as the needs and opportunities change.

The Diocesan staff values, also held by the Bishop's senior team are:

- Respect for all
- Transparent accountability
- Collaborative team Working
- Effective stewardship of resources.

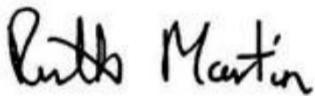
We hope you will find that these authentically mark us out!

Please explore our website to discover more about what we do, and how this is communicated. <https://southwark.anglican.org/>

This is an excellent opportunity for someone 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 under God.

If you believe that God is calling you to this role and you believe that you have the necessary skills, experience, and imagination, I would very much like to hear from you.

With best wishes



Ruth Martin (Lay Canon)
Diocesan Secretary



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 DESCRIPTION

Job Description:	Director of Communications
Reporting to:	Diocesan Secretary, with accountability to the Bishop of Southwark as his Press Officer and Media Adviser.
Responsible for:	Communications Department. Editor and Communications Manager. Digital Communications Manager. PA and Communications Assistant. Designer

Job purpose:

- to lead the communications strategy of the diocese, enabling wide engagement with Southwark Vision
- to help the clergy and lay leaders of the diocese to develop communications plans and strategies to serve the rich diversity of our parishes and communities, fostering our common purposes during challenge and change.
- to provide media advice and press management to the Bishop of Southwark, Area Bishops, and others.
- to play a collaborative and committed role as a member of the Senior Management Team, bringing communication skills and expertise especially in a more digital context, with a willingness to develop these skills in others.
- the post will require occasional evenings and weekends especially in press matters (for which time off in lieu is given).

Key responsibilities are:

- public relations, press and media management, including Press Officer to the Bishop of Southwark and press support to the Area Bishops
- development and implementation of Cost-of-Living communications and engagement strategy, working collaboratively with the Diocesan Secretary, Archdeacons and other members of the Bishop's Senior Staff team
- leadership of the Communications Department and its budget in line with diocesan policies

- Work with and build on the new Communications Strategy to ensure an integrated approach across all multi-media platforms, supporting the wider Diocesan strategic objectives, including chairing of the monthly Communications Group meeting

Detailed indicative tasks:

- direction, oversight and development of diocesan press, communications, and media activity, including News Releases, ‘The Bridge’ diocesan newspaper, annual report, Diocesan Twitter account, Facebook, blogs, the Diocesan style guide. Recognising the use of different media for different intended audiences across the wide and diverse diocese and guiding the Diocese in their further development.
- direction, oversight, and development of gathering stories across the Diocese, mindful of our covenant of partnership working with parishes and of “Southwark Vision”, and inclusive of sector ministry, schools, and the Cathedral as part of the Diocesan family of Southwark
- direction oversight and development of the communications team and the budget for the Communications Department, including Chair of the Communications group
- proactive engagement and collaboration with the Mission team including our Justice, Peace and Integrity of Creation (JPIC) team, with synodically endorsed initiatives, and with other teams working directly to enable and support parishes and communities
- proactive engagement with the giving strategy and the Giving and Finance teams, developing communications strategy for our generosity-based pledge scheme, the Parish Support Fund, and the introduction of the Parish Giving scheme
- collaborative development of the communications strategy, working closely with Diocesan Secretary, Archdeacons, and other lay and clergy leaders .
- point of contact in the management of sensitive news, including adviser to the Diocesan Secretary (Bishop’s lead for Safeguarding) and the Diocesan Safeguarding Adviser, advising the Diocesan Bishop working with his chaplain and members of his senior staff team. Supporting this area of work includes participation in safeguarding meetings and direct support to parishes and others
- active participation in national communications initiatives
- active participation in diocesan initiatives, such as membership of the Cost of Living Task Group, the implementation of the Anti-Racism Charter, working towards Carbon Net Zero, and as a member of the Senior Management Team at Trinity House and as a member of the Bishop’s senior staff team
- Press Officer and Media Adviser to the Diocesan Bishop including drafting and editing work as needed
- development of senior lay and clergy in media and communication skills for broadcasting and events.
- oversight and, management of key communications and news events

Key relationships:

- Diocesan Bishop, Diocesan Secretary, Area Bishops, Archdeacons, Bishops Chaplain and other directors and heads of department
- The national church communications team at Church House, Westminster, and other Directors of Communication and their colleagues in other dioceses
- An important part of the role will be the managing of key contacts, both internal and external to the Diocese, responding appropriately

Health and Safety

Employees must look after their own health, safety and welfare and be mindful of other persons who may be affected by their acts. Employees must co-operate and comply with management instructions regarding Health and Safety issues and report all accidents, incidents, and problems as soon as practicable to their supervisor, manager, or other senior members of staff available.

Equality and Diversity

All staff are expected to demonstrate the value of 'Respect for All', and follow any guidelines and policies relating to equality and diversity, and equal opportunities.

Confidentiality

Maintaining confidentiality and preserving the integrity of our work in the Diocese is very important. You will not, except as authorised by the Diocese, or as required by law or your duties, use, divulge or disclose to any person, firm or organisation any information about individuals, parishes or the Diocese, or other confidential information relating to the organisation, finances, parishes, dealing and affairs of the Diocese which may come to your knowledge during your employment.

Any Other Duties

A core value of Diocesan staff is collaborative team working. The responsibilities outlined above cannot totally encompass or define all tasks which may be required of the postholder, and you may be asked to perform any other duty as directed from time to time.



The Diocese of Southwark

Our Values

Effective Stewardship of resources
Respect for all

Collaborative Team Working
Transparent Accountability

Person Specification

Essential	Desirable
Qualifications	
<ul style="list-style-type: none"> graduate education in English, Theology, or another communication related subject. 	<ul style="list-style-type: none"> Membership of the CIPR Post Graduate qualification in related subject
Experience	
<ul style="list-style-type: none"> minimum 8 years Communications / Press experience including experience in a management position, ideally in a value driven, mission focussed setting. 	
Skills and Knowledge	
<ul style="list-style-type: none"> a skilled communicator able to relate your professional aptitude to your Christian faith 	
<ul style="list-style-type: none"> excellent written communication and confident use of social media and digital communication 	
<ul style="list-style-type: none"> able to develop strategic plans and demonstrate strategic thinking in relation to the role of communication 	
<ul style="list-style-type: none"> at least intermediate level in Microsoft 'Word', with the ability to use Excel and PowerPoint. 	<ul style="list-style-type: none"> Experience of using 'InDesign 'software
Personal Qualities and Behaviours	
<ul style="list-style-type: none"> credible communications professional who will inspire trust and confidence 	
<ul style="list-style-type: none"> have a collaborative approach and able to inspire respect working across a diocese rich in diversity including churchmanship, ethnicity, economic affluence and poverty, urban, suburban, and rural contexts 	
<ul style="list-style-type: none"> excellent interpersonal skills, combined with good listening skills tact, diplomacy, and sensitivity - can be relied upon to maintain confidentiality 	
<ul style="list-style-type: none"> Be well organised, used to managing conflicting demands, and be able to prioritise time and resources effectively, often within tight deadlines and changing priorities 	
<ul style="list-style-type: none"> Have experience of, and be effective in, self direction, working in a team environment as well as a team leader 	
<ul style="list-style-type: none"> Be an active Anglican Christian, or a member of a church in sympathy with the Anglican Communion and have evidential respect for the traditions of the Church of England. 	

DIOCESE OF SOUTHWARK
Director of Communications
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, and Borough High Street, London SE1 1HW.

Normal Place of Work

Your normal place of work will be Trinity House.

Salary

The salary will be circa £55,000 inclusive of London Weighting.

Probation

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

Hours of work

35 hours per week, Monday - Friday but flexibility required for evening, weekend or out of hours telephone calls and meetings, for which time off in lieu is given

Holiday Entitlement

You will receive 26 days leave rising to 31 days leave upon 1 years service and completion of probation and a satisfactory full year appraisal.

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.

You will need to have a basic DBS disclosure.

Social Media

Employment in this post means you must maintain a strict boundary between any social media in your personal capacity and social media on behalf of the diocese. You will need to inform the Director of HR of your personal twitter account name.

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 fifteen 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 are:

- to grow our average weekly attendance.
- to increase the number of worshipping communities.
- to grow our financial resource base to allow investment in growth for the future.
- to increase lay and clergy vocations; and
- to grow leadership and representation that reflects the rich diversity of Southwark Diocese.

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

In 2018 ministers carried out 2,720 funerals, 680 weddings and 3,170 baptisms. Surveys indicate that 96% of church members volunteer in their local communities,

The Diocese of Southwark serves...



2.8 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 106 church schools
educating more than
37,000 young people

including as school governors, street pastors and in night shelters and food banks. This is compared with a national figure of 80%. During the same time frame, 70% of Southwark churches ran at least on social action project against 49% nationally.

As part of the Renewal & Reform programme, the Church Commissioners have been making major grants available to Dioceses for specific projects with clear vision and goals to make a significant difference to their mission or financial strength. The Diocese of Southwark has now been awarded two such grants.

In 2016, 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.

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 is divided into six archdeaconries and twenty-five deaneries, overseen by the Bishop of Southwark, who is supported in his pastoral work in the Diocese by three area bishops, the Bishop of Kingston, Bishop of Woolwich, and Bishop of Croydon, as well as six archdeacons.

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.

Trinity House and the Area Offices

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 DIOCESE OF SOUTHWARK

SOUTHWARK VISION 2017 -2025

HEARTS ON FIRE with a Vision for Growth;

Walking with Jesus and getting to know Jesus better as we journey on
Welcoming all, embracing our diversity and seeking new ways of being church

Growing in numbers, generosity, faith, and discipleship as we grow God's

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 VALUES

Effective Stewardship of Resources

Collaborative Team Working

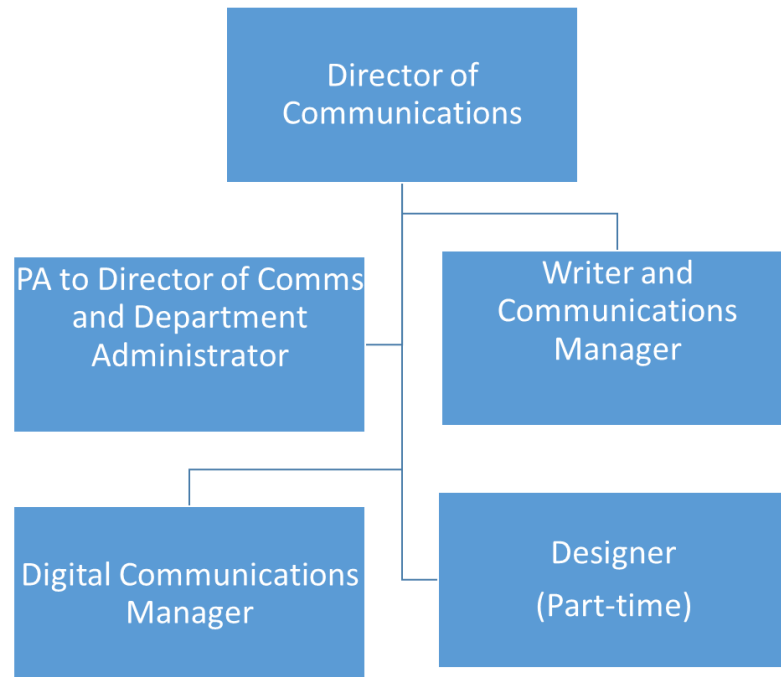
Respect for All

Transparent Accountability

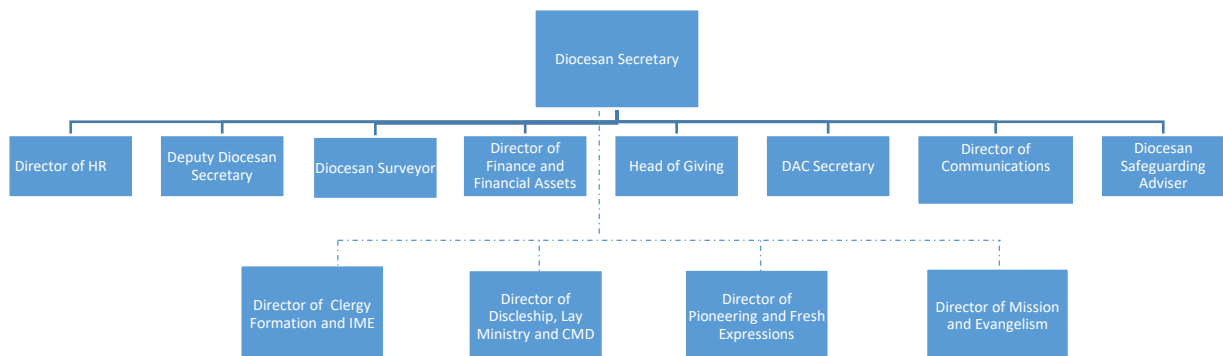
DIOCESAN STAFF AIMS

- 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.
- Under the leadership of the Diocesan Secretary, to have clear responsibilities for decision-making and appropriate accountabilities
- 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.

Communications Department - Organisation Chart



Diocesan Secretary - Direct Reports and Departments



————— Direct reports to the Diocesan Secretary

- - - - - Accountable for executive delivery to the Diocesan Secretary