

Job Description:

Communications Officer



Job Purpose:

Under the guidance of the Communications Director, responsible for writing and communicating through digital channels the life and faith in our diocese. Helping to drive spiritual and numerical growth and bring our emerging digital evangelism to life. To lead on managing the diocesan website and create digital content for social media.

Dimensions:

- To produce creative content on time within scope and to budget.
- To spend time researching and investing in personal development so that the digital offer from the Diocese reflects the most up-to-date techniques in film, photography and digital film content for social media.
- To manage the day-to-day updates on the diocesan website
- To manage the day-to-day digital film updates on the diocesan social media channels and website.

Accountabilities:

Key responsibilities:

- Production of engaging and original content under the editorial supervision of the Communications Director, which appeals to those on the edge of faith.
- Responsible for the publishing and updating of content on our website. social networks and news bulletins.
- Contribute to the development and delivery of story centred communications projects. This includes being able to undertake a creative brief and execute delivery of the project within desired timelines
- Contributing to the development of new resources and projects that support other teams in delivery of the new diocesan strategy.
- Undertake the day-to-day operational updates to the website, social media and email to ensure that the latest functionality, features, technology and techniques are used to communicate messages appropriately.

Main duties:

With the Communications Director, you will be responsible for implementing the communications strategy in support of the Diocesan vision.

1. To produce high standard content which can be used across a variety of communication channels.

Through:

- a. Visiting and interviewing people (including children and young people) throughout the Diocese. This may be unsupervised.
- b. Attending parish services and events
- c. Working with staff and children in church schools

2. To be responsible for the Diocese of Hereford social media channels:

- a. Develop our social media channels for people in the diocese to learn about life in our parishes and the mission of the church.
 - b. Lead on social media innovation and management.
 - c. Meet regularly with the Dir of Comms to discuss and plan appropriate content for communication channels.
 - d. To ensure communications content meets our required standards, including security, privacy and safeguarding.
 - e. Liaise with other diocesan staff as well as clergy, churchwardens and others in parishes to ensure we share information and convey stories from parishes.
 - f. Support the digital officer in maintaining the website and helping to keep information up to date
 - g. Liaise with a variety of suppliers including printers to delivery project work as required
 - h. Advise parishes on using their own digital channels including A Church Near You and share best practices around the diocese.
3. Produce original and compelling content for our website, social channels and weekly newsletter that helps to bring our vision and shared behaviours to life. (Prayerful, Christlike and Engaged)
 4. Work with stakeholders across all levels of the organisation, volunteers and churchgoers to source and tell our stories creatively using film and photography.
 5. To be flexible, occasionally working evenings and weekends throughout the year (e.g. significant events within the life of the diocese and in relation to the Bishop of Hereford)

This list is not exhaustive and is intended to reflect the main tasks and areas of work. Changes may occur over time and you will be expected to agree any reasonable changes to your job description that are in line with the general nature of your post.

Special Features

Working with

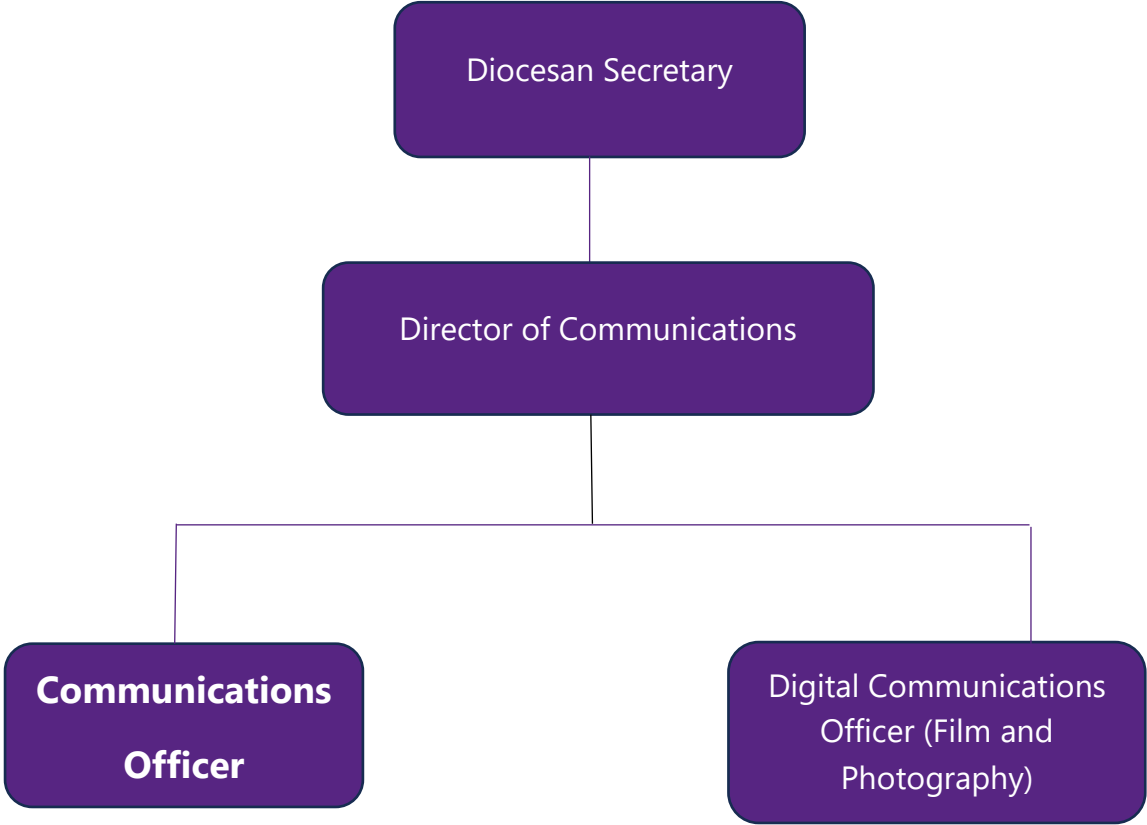
Internal: Communications Director, Parish Development Officer, Intergenerational Missioners, parish/benefice website editors and social networkers.

External: Non-churchgoers, infrequent churchgoers – particularly young adults and families, local media and online news sources, local bloggers and the Church of England's mission agencies.

DBS

Given the nature of the role an enhanced DBS check is required.

Organisation Chart



Qualifications & Experience

AREA	ESSENTIAL	DESIRABLE
Knowledge/ Qualifications/ Membership of Professional bodies (or equivalent)	<ul style="list-style-type: none">• Full Driving License	<ul style="list-style-type: none">• Educated to degree level or equivalent
Type of Experience required	<ul style="list-style-type: none">• Experience in building key relationships across the Diocese of Hereford with a variety of partners• Experience of successfully co-ordinating and delivering film projects and campaigns• Experience in writing proposals for projects.• Experience of realising videos from conception/proposal to publishing• Experience of creating and editing digital graphics• Experience of developing narratives to effectively promote a story/project• Experienced in use of social media• Able to manage websites and make use of digital media	

Competencies

ESSENTIAL	DESIRABLE
<ul style="list-style-type: none">• Excellent communication skills both written and verbal to a variety of audiences• Confident and helpful telephone manner• Track record of working to deadlines• A good understanding of social and other digital media, and how they relate to different demographics• Ability to work as part of a team• Ability to work under pressure• Excellent IT skills including MS Word, Outlook (calendar and email), social media platforms and associated scheduling systems, such as Hootsuite, and e-newsletter systems, like Mailchimp.• Excellent photography and videography skills• Proficient in using professional editing software i.e. Adobe Creative Cloud• Flexible approach to working arrangements – some out of hours work required• Energetic and engaging• Fully supportive of the aims and ethos of the Diocese of Hereford• Excellent interpersonal skills• Sympathetic to working with people of faith and the ethos of the Church of England	

Agreed: Job Holder:

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Agreed: Line Manager:

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Date:

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