



**Head of Communications and Engagement**

**Application Pack Jan 2022**

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Contact details

**Human Resources**

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Email: [recruitment@bathwells.anglican.org](mailto:recruitment@bathwells.anglican.org)

For an informal discussion about the role, please contact:

**Revd Canon Jonathan Triffitt**

Director of Mission & Ministry and Deputy Diocesan Secretary

[jonathan.triffitt@salisbury.anglican.org](mailto:jonathan.triffitt@salisbury.anglican.org)

Dear applicant

Thank you for your interest in the post of Head of Communications with the Bath & Wells and Salisbury Diocesan Boards of Finance (DBF). I am delighted to let you have details about the diocese and information about the post.

We hope you find the application pack provides all the information you need in order to consider your candidature for this post. If, however, you have any further questions please initially contact Human Resources.

Meanwhile, please find opposite, key dates for the appointment process. Should you decide to apply for this post we look forward to receiving your application and wish you well.

**Enita Andrews**

**HR Manager**

**Applications**

Applications must be received by **noon Friday 18 February 2022**. Application forms, with a covering letter no more than one side of A4describing what attracts you to this role should be returned to Human Resources either by post to The Diocesan Office, Flourish House, Wells, Somerset, BA5 1FD or by email to [recruitment@bathwells.anglican.org](mailto:recruitment@bathwells.anglican.org).

**Shortlisting**

To ensure the fairness of the selection process, shortlisting will be based upon the information which you provide in your application and assumptions will not be made about your experience or skills. We will look for demonstrable evidence that you meet the criteria set out in the person specification. Information provided on the application form will be viewed by HR, the recruiting manager and interview panel. Should you have not heard from us within 4 weeks of the closing date, please assume that you have not been successful on this occasion.

A copy of our privacy policy for job applicants can be downloaded from our website.

**Interview**

Interviews will take place in **Wells** on a date to be confirmed. Further details regarding the selection process will be communicated at the time applicants are invited for interview.

**Safeguarding**

We are committed to the safeguarding and protection of all children, young people and adults, and the care and nurture of children within our church communities. We will carefully select, train and support all those with any responsibility within the Church, in line with Safer Recruitment principles and the Safeguarding Learning and Development Framework. This means that we will:

* Ensure that our recruitment and selection processes are inclusive, fair, consistent and transparent.
* Take all reasonable steps to prevent those who might harm children or adults from taking up, in our churches, positions of respect, responsibility or authority where they are trusted by others.
* Adhere to safer recruitment legislation, guidance and standards.
* Ensure all staff undertake safeguarding training relevant to their role in line with the Safeguarding and Development Framework

Further information can be found in the Safeguarding sections of our websites. All applicants are required to complete a Confidential Declaration Form as part of our recruitment process when an offer of employment is made. This form is strictly confidential and, except under compulsion of law, will be seen only by those involved in the recruitment/appointment process and, when appropriate, the nominated safeguarding lead or someone acting in a similar role/position. All forms will be kept securely in compliance with the General Data Protection Regulation, 2018.

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**The Diocese of Bath and Wells**

The Diocese of Bath and Wells is one of 41 Church of England dioceses in the country. The diocese stretches from Portishead in the north to Crewkerne in the south, Minehead in the west to Frome in the east.

The diocese loves and serves the people who live here through its family of 496 parishes and 181 church schools. This family works for the good of local communities in a range of practical as well as pastoral ways; caring for the vulnerable in our societies, supporting local families and encouraging children and young people.

Everything the diocese does is underpinned by prayer and worship and is driven by our vision:

“In response to God’s immense love for us, we seek to be God’s people, living and telling the story of Jesus.”

If successful in your application, you will be arriving in the diocese at a time of significant change and you will have a role to play in the diocesan strategy, which has these three strategic priorities:

* To place mission and evangelism at the heart of all we do.
* To re-align our ministry resources towards mission.
* To identify, develop, and release the gifts of all our people.

Credit: Jason Bryant

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## The Diocese of Salisbury

From the M4 to the Jurassic Coast – and with the new attachment to the Channel Islands – the Diocese of Salisbury, covers most of the counties of Dorset and Wiltshire, stretching into Devon and Hampshire, with a population of around 1 million people.



**The Diocese of Salisbury**

Serving 434 parishes, 194 church schools and 20 multi-academy trusts we remain committed to serving the local church and living out the Good News of Jesus Christ, all of which is underpinned by prayer and driven by our vision:

**‘Renewing Hope: Pray Serve Grow’**

As a diocese we are all called to love and serve God and our neighbours, so that new signs of God’s Kingdom can emerge.

Like the Diocese of Bath & Wells, if successful in your application, you will be arriving in the diocese at a time of significant change, and you will have a role to play in the diocesan strategy, which has these three strategic priorities for growth, identified as:

* Develop discipleship and evangelism
* Encourage dynamic and collaborative leadership
* Transform lives and communities

**About the role**

This is a new exciting and creative role, spanning two dioceses, with a shared vision for deepening collaborative work. Central to our vision for this role is desire to place mission and evangelism at the heart of everything we do as dioceses.

Therefore, the successful applicant will play a pivotal and strategic role in developing a new culture of communications and engagement that supports the vision and priorities of each diocese. As a result, the post-holder will help us to communicate the Gospel afresh, sharing hope-filled stories, engaging with new audiences, and responding creatively to the challenges and opportunities at a time of ongoing change.

COVID 19 has reminded us of the significance of good communication but has also accelerated the use of media platforms. Therefore, this role will require agility, imagination, and courage as we look to connect with existing audiences and engage with new ones, extending our levels of engagement in the public and digital space, drawing those whom we connect with into the life giving and life transforming story of the Good News of Jesus Christ.

Working across two dioceses the post-holder will support the newly appointed diocesan bishops and the senior leadership team of each diocese in communicating the vision and priorities of each, while maintaining their distinctive voices and identities.

The successful applicant will lead and develop two small professional, strong and effective communications teams in each diocese, integrating their skills and expertise and maximising their potential.

This will be a challenging but immensely rewarding role and one that will enable to successful applicant to bring their creative energy, strategic insight, courageous leadership and missional mindset to transform our approach to communications and shape the presence of the Church of England across our two dioceses.

**Development of the joint role**

A review carried out by Salisbury Diocese highlighted the need for diocesan communications to be both missional and more engaged digitally. During Covid, there has been a significantly higher engagement with online services, with one in five saying that they previously attended church infrequently or not at all.

The review highlighted the following key areas:

* Creating a collaborative culture
* Proactive strategic leadership about how to represent the diocese at this time of change
* Creating a Communications and Engagement Strategy
* Creating a Digital Engagement Strategy
* Engaging new, younger audiences and audiences that are not currently engaged with church
* Leadership to develop a framework for effective internal communications
* Opportunity for collaboration

Alongside the publication of the Communications Review, the Director of Mission & Ministry was approached by a senior colleague from the Diocese of Bath and Wells to discuss the possibility of developing a collaborative approach to communications across the Diocese of Salisbury and the Diocese of Bath and Wells.

Building on the existing collaboration between the two dioceses in the areas of human resources, safeguarding and mission & ministry, it was agreed to hold further discussions to explore sharing our communication resources. In addition, discussions were held with senior leaders from across the South-West region to reflect on opportunities for collaboration around communications. There was a recognition of the need to think creatively about how we can best utilise our limited resources, commit to exploring how to build further capacity across the region and share good practice, expertise, and training where appropriate.

Such a collaborative approach has already been implemented by the dioceses of Newcastle and Durham, who announced the merger of their Communications Team in the spring of 2021.

This strategic change was in response to strong desire to reposition the work of communications to better promote the work of the Church of England in sustaining a Christian presence in every community across the North East. It was widely acknowledged that both dioceses are very similar in culture, heritage, and history.

“Bringing the communications functions together has given us greater capacity to meet the increasing need for effective and engaging story-telling, particularly digitally. It also makes us better placed to support the strategic priorities of both Dioceses. The North East of England is a region with an extremely strong identity and our communities in both dioceses have so much in common, sharing similar heritage and social issues. By creating a larger joint communications team, we are better placed than ever before to promote the work of the Church of England across our whole region.”

From the discussions with the Diocese of Bath and Wells the following benefits for shared working were identified as:

* Financial efficiency – both dioceses are aware of the financial challenges and need to think creatively and imaginatively to increase capability to strengthen communications and engagement both internally and externally while sharing costs.
* Strategic leadership in a time of change. The contextual issues for the two dioceses and the national church in terms of communications are similar. Strategic leadership can readily be exercised across these dioceses whilst also embedding work locally as needed.
* Enables greater movement from broadcast to engagement – a collaborative approach enables sharper strategic focus and creative thinking, allowing key communications to move from a traditional broadcast model to one that intentionally engages the audience (internal and external).
* The importance of regionality in the future Church of England, and greater collaborative working between bishops and diocesan teams. The South West region has a strong rural voice which will be important in national strategy and resource provision.
* Building capacity, resilience, and creativity – collaborative working will enable greater resources and release expertise and key skills in the development and delivery of comms work for e.g. videoing, story writing, graphic design.
* Enables a stronger stakeholder approach – specialised teams will network and engage within their areas of interest, therefore, building knowledge, trust and influence in this area.
* Develop career mobility – collaborative working would allow for a greater sharing of knowledge, developing skills and builds resilience across the team to ensure continuity of work.
* Develops diversity – a larger more creative and collaborative team with a strong strategic lead enables a team to hold both the overarching strategic priorities whilst maintaining a localised presence.

In light of the conversation with Diocese of Bath and Wells including the Acting Bishop’s a decision was made to create a new, jointly owned, post of Joint Head of Communications and Engagement to lead the Communications Teams across Diocese of Salisbury and Diocese of Bath and Wells.

**Line management**

The newly appointed Head of Communications and Engagement will report to the Director of Mission and Ministry/ Deputy Diocesan Secretary (Diocese of Salisbury) and the Diocesan Secretary (Diocese of Bath and Wells). Working closely with the bishops and senior leadership, core priorities and expectations will be identified to effectively plan and deliver an agreed program of work. This will form the basis of the reporting mechanism, ensuring transparency and accountability.

As this is the first time the Head of Communications will operate across the two dioceses, a joint advisory group would be established to offer advice and guidance to support the implementation of the new structure.

**About the Communications teams**

You will be responsible for leading a team of two communication officers and one communication intern in each diocese. Each diocese will maintain their own dedicated team, with each member bringing a particular skill set and expertise in communications and digital engagement. It is expected that expertise and knowledge will be shared across the communication teams, building collaboration, and ensuring consistent high-quality communication and engagement outputs that respect both traditional and digital forms of communication.

One of the priorities of the teams will be to focus on the transformational mission currently taking place across the dioceses and support them as they seek to connect with new audiences, including young adults, beyond the walls of the church.

Although each team will be working to deliver the vision for their respective diocese and maintain their own distinctive voice and branding, they share the common goals of acting as the diocese’s storytellers. Their key task is to communicate how their diocese is living out their vision to the people and parishes in their communities and to ensure they are aware of the range of support and resources the dioceses have available to support and equip them.

The teams apply their expertise to a wide range of responsibilties, with no two working days the same. They have a close working relationship with the bishops and the diocesan secretaries in both Wells and Salisbury and are represented by the Head of Communications at key leadership meetings. They provide strategic support for internal departments, working alongside senior leaders within the organisation to help shape their communications offer.

On the operational side, the communications teams are the press office for the diocese, responding appropriately to media enquiries and engaging with the media to promote the work of the organisation and its parishes. They are responsible for producing a range of publications, both online and print, and video content. They also manage the online presence of each diocese, including their websites and social media channels.

In addition to these corporate communication functions, the teams provide consultancy services to parishes to assist them with their engagement with their local communities. This involves delivering training and designing toolkits.

The teams operate within the national Anglican communications network, alongside 40 communications teams from other dioceses in England. As part of this network, they work to support the national communications strategy of the Church of England, as well as delivering on diocesan objectives in this field.

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| **JOB TITLE:** | Joint Head of Communications and Engagement |
| **LOCATION:** | Diocesan Offices in Salisbury and Wells  and Home Working |
| **NORMAL HOURS:** | Full Time |
| **SALARY:** | £50,000 - £55,000 per annum |
| **DURATION:** | Permanent |
| **RESPONSIBLE TO:**  *(Line Manager)* | The Diocesan Secretary (Diocese of Bath & Wells)  The Director of Mission & Ministry (Diocese of Salisbury) |
| **RESPONSIBLE FOR:**  *(Line management responsibility)* | Comms Team (Diocese Bath & Wells)  Comms Team (Diocese of Salisbury) |

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| **JOB PURPOSE**  *(Brief description summarising main aims of the role)* |
| This is a new exciting and creative role, spanning two dioceses, with a shared vision for deepening collaborative work.  The main aims of the role include:   * Lead the development, implementation and evaluation of a multiplatform communications and engagement strategy for the Diocese of Bath and Wells and the Diocese of Salisbury, helping us think strategically about wider issues. * Support the diocesan bishops in communicating the vision and key priorities of each diocese. * Bring a missional mindset to the work and delivery of communications that proactively engages with those who have no relationship with the Church. * Lead and develop two small professional, strong and effective communications teams in each diocese, integrating their skills and expertise and maximizing their potential. * Working with the teams to manage internal and external communications, provide communications advice, crisis management, media support and training. * Encouraging high-quality and innovative communication across both dioceses. * Network with the dioceses of the South West region, building on the opportunities for sharing expertise and communications messaging across the region. |

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| **PRINCIPAL DUTIES AND RESPONSIBILITIES** | |
| **KEY ROLE A:** | Oversee and coordinate the development of a new culture of communications and engagement, with the communications team in each diocese, ensuring strong two-way engagement. |
| * Develop, implement, and evaluate an audience focused communication strategy, to support the vision and priorities of each diocese. * Oversee with the relevant diocesan communications and digital engagement work, both internal and external, and encouraging high-quality and innovative communication across the diocese. * Engage with the bishop and senior leadership of each diocese to develop key messaging, enabling and effectively communicating the wider diocesan vision and purpose. * Demonstrate political awareness, sensitivity and good judgement in advising the bishops and their senior leaders on appropriate media and communications actions and responses, ensuring the integrity of the diocese is maintained to the highest standards. * In partnership with the Diocesan Safeguarding Adviser and the Diocesan Safeguarding Advisory Panel, ensure that safeguarding communication plans are both effective and robust. * Ensure projects are delivered on time and to budget. * Measure, analyse and regularly report to each diocese on the implementation of the communication and engagement strategy. | |
| **KEY ROLE B** | Support the diocesan bishops, in communicating the vision and key priorities of each diocese. |
| * Develop and maintain strong relationships with the Bishops’ Offices, and senior leaders to ensure a coordinated approach to diocesan communications, media releases, diocesan initiatives and campaigns. * To support the induction of the two new diocesan bishops, agreeing a communication and engagement plan to support their induction into their diocese. * Proactively build the profile of the new bishops across various communication platforms including in-person events. * Work with the new diocesan bishops to identify their key priorities and activities, developing the key messaging to support their mission and ministry. | |
| **KEY ROLE C:** | To bring a missional mindset to the work and delivery of communications that proactively engages with those who have no relationship with the Church. |
| * Actively promote the mission and communications of the Christian faith, reaching existing and new audiences with the Good News of Jesus Christ. * Work with each diocesan team to promote stories which celebrate and highlight the work of the local church and be involved in the planning of key diocesan events. * Encourage the development of high-quality and innovative website and digital content that engages and connects with those on the fringes of faith. * Promote the work of the Church of England across the two dioceses. | |
| **KEY ROLE D:** | To lead and develop two small professional, strong and effective communications teams in each diocese, integrating their skills and expertise and maximising their potential. |
| * Inspire and lead communications colleagues, setting priorities to enable them to successfully deliver the communications plan to the highest standard. * Keep team members informed of the work you are doing so that parish and project communication is co-ordinated within the team (through team meetings, email, project planning software, etc.) * Work with team members to provide cover for team members during holidays or sickness absence, including holding our press mobile and responding swiftly and appropriately. * Ensure all diocesan Safeguarding policies and procedures are adhered to by all Communications and Engagement teams. | |
| **KEY ROLE E:** | Working with the teams to manage internal and external communications, provide communications advice, crisis management, media support and training. |
| * Lead and coordinate communications activity across all teams within both dioceses * Work with the Bishops’ Offices and Senior Leadership Teams to ensure a coordinated approach to media releases, crisis management, diocesan activities, and campaigns. * Lead teams in media management in crises to provide specialist media advice as required to bishops, Diocesan Board of Education, and parishes. * Work with the diocesan teams to promote key messaging from diocesan areas including mission, ministry, finance, safeguarding, property, and education. * Media relationships - build relationships with key editors and producers in regional TV, radio, and press organisations, and proactively field stories to progress the faith agenda. * With the local team respond appropriately to media requests and communication queries from parishes and members of the public. * To ensure appropriate support is available to parishes and individuals receiving media attention. | |
| **KEY ROLE F:** | Network with the diocese of the South West region, building on the opportunities for sharing expertise across the region. |
| * Proactively build relationships with local and national stakeholders and representative groups and represent the views of the diocese and the national Church on key themes and topics. * Build relationships with key media stakeholders across the region and beyond and proactively share stories that positively communicate the Christian faith. | |

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| **ADDITIONAL INFORMATION** |
| This post carries a genuine occupational requirement to be a practising Christian under the provisions of the Equality Act 2010.  The post holder must undertake duties at all times in accordance with legislative and regulatory requirements.  The post holder must at all times carry out their responsibilities with due regard to the DBF Equal Opportunities Policy and be vigilant in complying with Health & Safety regulations to maintain a safe and secure working environment.  The purpose of the job description is to indicate the general level of responsibility and location of the position. The above is not an exhaustive list of duties and you will be expected to perform other relevant duties from time to time as necessitated by your role and the overall objectives of the organisation. |

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| **PERSON SPECIFICATION** | | |
| **JOB TITLE:** | Joint-Head of Communications and Engagement | |
| **COMMUNICATIONS SKILLS** | | **ESSENTIAL/**  **DESIRABLE** |
| Excellent communications skills, verbal, written and oral. | | E |
| Excellent attention to detail and thoroughness in all aspects of work. | | E |
| Demonstratable experience of writing and producing news articles and editorials. | | E |
| Ability to manage complex relationship with sensitivity and courage. | | E |
| Ability to identify key diocesan messages and activities | | E |
| Experience of managing photographic and video graphic projects | | E |
| Excellent interpersonal skills and the ability to deal with people and complex situations at all levels. | | E |
| Confidence in giving presentations | | E |
| Experience of managing budgets | | D |
| **USING TECHNOLOGY** | |  |
| Comprehensive IT skills | | E |
| Experience of managing social media accounts | | E |
| Experience of developing, editing and maintaining a website | | E |
| Experience of using MailChimp or other email providers | | E |
| Willingness to identify and try new technologies to enhance the overall performance and delivery of high-quality communications | | E |
| Experience in filming and editing video in a professional capacity | | D |
| **WORKING WITHIN A TEAM** | |  |
| Ability to work collaboratively in a team and with senior leaders and key partners across the diocese and region. | | E |
| Experience of managing a team and the ability to draw the best out of people | | E |
| Adaptive and response to the changing needs of the organisations, wider church and society. | | E |
| An ability to listen well and respond appropriately | | E |
| Self-motivated and able to enthuse others in training | | E |
| Ability to priorities tasks and work, both your own and those you lead | | E |
| Experience of working with designers and other third-party contractors | | D |
| **PERSONAL ATTRIBUTES** | |  |
| An active Christian faith | | E |
| Sympathetic to the aims and ethos of the Church of England | | E |
| Ability to organise a high-volume diary with competing demands | | E |
| Ability to work under pressure to meet target and deadlines | | E |
| Structured, clear thinking with good analytical skills and ability to bring solutions | | E |
| Sympathetic to/supportive of the strategy, aims and objectives of both organisations | | E |
| Ability to work using own initiative and manage other team members | | E |
| A reflective practitioner with good emotional intelligence | | E |
| Willing to work flexibly in order to fulfil the requirements of the role including evenings and weekends | | E |
| Ability to travel and work flexibly across the two dioceses and within the Church of England as required. | | E |
| Has a full valid driving license and/or other methods of transport (unless you have a disability as defined by the Equality Act 2010 which prevents you from driving.) | | E |

**Main Terms and Conditions**

The postholder will be employed by the Diocese of Bath and Wells and a service level agreement will be in place for the Salisbury work.

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| Hours of Work | 36 hours per week  Due to the nature of the role, the Head of Communications should be contactable out of office hours, unless on annual leave, and some out of hours work will be required. Time off in lieu can be accrued during these times. |
| Salary | £50,000 – £55,000 per annum |
| Pension | Pension Scheme administered by the Church of England Pensions Board. The employer will contribute 10% of the employee’s pensionable salary and the employee may choose to make an additional voluntary contribution of any proportion of their pensionable salary. |
| Holiday | 25 days per calendar year plus bank holidays pro rata.  The holiday year runs from 1 January to 31 December.  Additional discretionary days may be given at Christmas and Easter. |
| Expenses | All reasonable working expenses will be met at the agreed Diocesan rates. |
| Probation | This post will be subject to a probationary period. |

