**Director of Communications Job description and Person Specification**

**Job Title**: Director of Communications

**Salary:** £42,829 - £48,020

**Responsible to:** The Diocesan Secretary

**Place of Work:** The offices of the Diocese of Chester, currently Church House, 5500 Daresbury Park, Daresbury, Warrington, WA4 4GE and some travel around the parishes within the Diocese of Chester.

**Job Profile:**  To enable the whole Diocese of Chester (in all its aspects) to communicate the Gospel effectively.

**Main Duties**

1. **Media Relations**

* To advise the Bishops, senior staff team and parishes regarding the management of crises, preparing statements and managing press interest as needed.
* To enhance the profile of the Diocese working to foster respect, trust and understanding with the media and wider public.
* To develop a media distribution list for regional and church media (traditional print, digital and social bloggers).
* To develop a media plan tied to departmental/national initiatives, liturgical seasons and the ministry of the bishops.
* To keep up to date with national protocols.

1. **Promoting the work of the Diocese**

* To work with key stakeholders to enable the Diocese identify its audiences and target its communications for mutual understanding using the most effective means
* To ensure the active promotion of the Church’s mission and ministry, including placing promotional material and stories for Church House and parishes with the appropriate channels and with an appropriate timescale, taking into account the different demographics, cultures, and priorities found across the Diocese.
* To support to diocesan organisations and committees in their advancement of the Gospel.
* To adopt a strategic approach to campaigns.
* To meet with the Bishops regularly to discuss opportunities to communicate their ministry and to develop a communication plan for each bishop which includes media profile, areas of work and social media.

1. **Bishop of Chester’s Media Adviser**

* To act as the Bishop of Chester’s media adviser, and help the bishops in their promotion of episcopal work.

1. **Training**

* To provide regular training days and internal training for staff.
* To work in conjunction with other departments in aspects of communication training.

1. **Publications**

* To ensure the production of timely, engaging and accurate diocesan publications.
* To develop digital communication for the Diocese of Chester in liaison with key stakeholders.
* To keep up to date in developments of communications media and propose their best use, including the introduction of new items into the mix as they emerge and discontinuing those that cease to be effective.

1. **Stakeholders**

* To identify and work with key stakeholders, being sensitive to different and wide traditions of the Anglican church, reflecting Gospel values such telling the truth and building relationships with those of differing opinions.

1. **Management**

* To manage the departmental budget as needed.
* To line manage the Design and Communications Officer

An Occupational Requirement exists for the postholder to be a practising Christian, in accordance with the Equality Act, 2010.

**Person Specification**

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| **Attributes** | **Essential** | **Desirable** |
| **Qualifications and Training** | Theologically literate  Good general education. | Graduate.  Relevant qualification or membership. |
| **Experience** | Wide ranging experience of church communication issues.  Experience of managing people and resources. | Experience in managing communications in a charity context.  Demonstrable experience of managing press crises. |
| **Knowledge, skills and abilities** | Ability to manage media relations in a positive and strategic manner.  Ability to think strategically and communicate locally.  A practitioner who will work with parishes and diocese in new communication initiatives.  Ability to work in senior leadership roles, excellent communication and management skills.  Ability to work with people of all ages and parishes across diverse theological traditions and social contexts.  Proven capacity to develop communication strategies. | Advanced IT Skills  Knowledge of the structures and culture of the Church of England. |
| **Personal Qualities** | A communicant member of The Church of England or a Church which is a member of Churches together in Britain.  Highly approachable.  Good listener.  An ability to work under pressure.  A team leader who will oversee and work of the department.  Flexibility. | Evidence of continued education |
| **General** | Full driving licence and access to a car. |  |