



# Diocese in Europe

## Job Description and Person Specification

### Communications Officer – Church of England Diocese in Europe

Title	Communications officer
Team	Communications
Duration	Full Time Permanent
Reports to	Head of Communications
Salary	£27,000 FTE

We are a vibrant, diverse group of church communities from the Arctic Circle to Morocco, with thousands of stories to share in creative and engaging ways.

We are looking for someone who can use their digital communications skills to create new ideas and share our stories. Someone who wants to build on their existing communication skills and make a positive impact across Europe and in the Church of England. Join our busy, supportive and flexible Communications team to inspire, inform and equip churches across Europe in their work and mission.

This role will support the Communications plan for the Diocese in Europe, building the social media and storytelling across our diocese to build up our community and help tell our story in vibrant and creative ways.

The role is full time at five days a week which could be divided between working from home and in the diocesan office in Westminster. There will be some opportunities for travel but this is a London based role. Foreign languages are not a requirement, but there will be possibilities to travel to meet our communities across Europe and beyond.

#### Context

The Diocese in Europe is geographically by far the largest diocese of the Church of England. We have over 250 English speaking congregations in 140 chaplaincies in over 30 countries across Europe plus Turkey, Morocco and Russia. Many church members are UK nationals but chaplaincies are made up of many nationalities including substantial numbers of migrants from Africa and Asia.

This role is crucial to working with the Diocese as it grows its mission and engages with the big issues of our time such as climate change, migration, asylum as well as the war in Ukraine which is in the diocese and the refugee crisis.

The Diocesan Office is based in Church House, Westminster. The Diocesan Bishop's Office is in Brussels.

#### The role

This role will be a key one within the small communications team in the diocese. Priorities for the postholder include the development of the diocesan social media, managing the recently relaunched diocesan website and supporting and advising our churches and the communities they serve with their communications activity, finding and writing stories for all platforms.

### Job Description

1. Build relationships with and understand the context of those working in mission and ministry across the diocese
2. Create and deliver lively and engaging content, including videos and social media campaigns to help bring the Diocesan strategy and the calendar of activity in the diocese to life and increase engagement with it.
3. Recognise and identify stories with audience value which underpin our diocesan strategy and turn them into content appropriate for use with a variety of audiences and platforms
4. Lead on and manage Diocesan social media accounts, including Instagram, Facebook, Twitter and LinkedIn. Creating and curate appropriate content to increase engagement and produce regular analytics to measure engagement.
5. Manage schedule and deliver content for campaigns across all digital platforms, observing our tone of voice and using our visual identity assets correctly and support our communities to do the same.
6. Update and edit the diocesan website and ensure it is a key resource to clergy and office holders across the diocese and beyond. Work to strategically develop the site to meet the needs of the diocese and our plan.

Attributes	Essential	Desirable
Experience	Devising and implementing digital marketing campaigns. Owning and developing social media channels. Creating and editing digital content for different channels and for different audiences. Creating and editing video content. Writing content for web and Social media platforms. Using website content management systems.	Experience of using Adobe InDesign or similar tools to design posters and brochures for print and online. Experience of working with external agencies and volunteers. Monitoring analytics for web and social channels and producing regular monthly reports.
Competencies	Excellent oral, written, and visual communication skills. <ul style="list-style-type: none"> <li>▪ Able to present to and engage with a diverse range of stakeholders as a representative of the Diocese.</li> <li>▪ Excellent IT skills, including use of Microsoft Office and Adobe Cloud Creative suite</li> </ul> • Able to use analytics to measure digital engagement and adjust strategies and campaigns accordingly.	• Working knowledge of the structures and ethos of the Church of England. Advanced skills in Adobe InDesign and video editing software

Behavioural requirements	<p>Self-motivated, flexible, and capable of organising and prioritising, working independently whilst also being part of the wider team, and working to deadlines.</p> <ul style="list-style-type: none"> <li>▪ Professional, calm demeanour always, driven by a desire to support and serve.</li> <li>▪ Aware of need to maintain confidentiality and respond sensitively to difficult issues.</li> <li>▪ Able to work effectively with volunteers, employees, clergy and a wide range of people across Europe</li> <li>▪ Willing and flexible to work out of hours for specific events, with time claimed in lieu.</li> <li>▪ Sympathetic to the aims and ethos of the Church of England</li> </ul>	

### Other Information

Candidates with knowledge of and sympathy with the Christian faith are encouraged to apply even if their own association with the church is less clear.

Some travel to gatherings in the diocese will be required but the role is based in England and the post holder will be expected to work at least part of the time in the Diocesan Office in Westminster. Flexible working arrangements can be discussed.

### The Package

The salary is £27,000 (35 hour week) including 25 days leave plus Bank Holidays and membership of the Church Workers Pension Scheme to which the staff member is not required to make a contribution.

### To Apply

Please apply with a CV and a letter (not more than 2 sides of A4) outlining in more detail your specific relevant skills, experience, motivation for the role.

For more information please feel free to contact the Head of Communications, Ruth Blanco [ruth.blanco@churchofengland.org](mailto:ruth.blanco@churchofengland.org)