



# Director of Communications

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## Role and personal specification

### Introduction

#### Why is this role so important?

The Diocese of Lichfield is one of the largest, most complex and diverse in the Church of England.

We seek to serve people in and around the West Midlands, Staffordshire, Telford and North Shropshire to the best of our ability. We are a diocese committed to the invitation 'Come Follow Christ in the footsteps of St Chad'. We want to prioritise work that Deepens Discipleship, Encourages Vocations and Inspires Evangelism; and work with four shaping principles:

- **Be purposeful about evangelism** leading to numerical growth and depth of discipleship, inspiring all to confidently share their faith story.
- **Engage creatively with local communities.**
- **Become more diverse** at every level and in every way and, in particular, to
- **Grow younger.**

A new strategic framework is about to be introduced that sets nine goals to enable the fulfilment of the shaping principles. The Director of Communications will work closely with the new Strategic Programme Director to ensure there is consistency and clarity in the communication of and application of the framework.

We are structured into three Episcopal Areas under the leadership of their own Area Bishops who in turn are under the overall care of the Diocesan Bishop of Lichfield, the Right Reverend Dr Michael Ipgrave. We have four Archdeaconries and 27 deaneries and a Diocesan Office that seeks to enable all who minister at grassroots level by ensuring that the work of Administration and the team of Central Officers do everything they can to help all our members live out our priorities and shaping principles.

We have one of the most ancient cathedral foundations built as a shrine to the great Saxon missionary bishop, St Chad. The cathedral is the seat of the diocesan bishop and is a place of pilgrimage, worship, education and mission, seeking to partner and focus many diocesan

initiatives and reach out to the many thousands who visit it or have a sense of attachment to it. Its ministry is local, regional, national and international.

We are also working at a time of very considerable change not just in society but also in the Church of England. We know we will face the challenge of many retirements in the next five years, that the concept of “a parson in every parish” may no longer be realistic so we have to re-imagine ministry ensuring lay members can fully participate as spiritual leaders in their local communities.

The size and complexity of the task means that we need to excel in communications. We need to be sensitive to the adage that one size cannot fit all, we need to understand that many of our members are not computer literate and prefer paper copy but that our younger generations are looking for the church to participate in social media and other digital channels. We need to find the balance between the diocese ‘telling’ and the diocese listening and responding to the needs of its parishes on the ground. We need to ensure consistency of content and quality of message across our episcopal areas, our parishes and our extra-parochial ministries.

We are seeking a team player who will thrive on these challenges and help us deliver! You will not be alone. You will co-ordinate a team that includes a full-time Creative Media Producer who has expertise in all aspects of new media and video, including day-to-day oversight of the diocesan website.

## Job specification

**Job Title:** Diocesan Director of Communications

### Key contacts/relationships:

The Diocesan Bishop and his immediate staff team  
Officers of the Diocese particularly the CEO and the Strategic Programme Director  
Parish clergy and lay leaders  
The Cathedral  
Local and National media contacts  
The national Church of England Communications Team  
West Midlands regional CofE Communications colleagues.

### Accountability:

The Director of Communications operates under the leadership of the Bishop of Lichfield and his staff team and reports to the Diocesan Secretary/CEO.

(S)he is supported by the Diocesan Creative Media Producer, who has strengths in social media, website, design, and video production.

## Purpose:

The Director of Communications is responsible for formulating and implementing a communications strategy for the Diocese which will enable the Diocese to respond to its new situation under new leadership.

Key objectives of this will be to:

- (a) raise the external profile of the diocese, which is a tremendously active, creative and rewarding place, but is not widely known;
- (b) ensure that internally in a large, diverse and complex diocese we have in place systems and a culture which enable us to communicate well with one another.
- (c) act as a resource, support and adviser to the Diocesan Bishop in his interactions with media locally and nationally.
- (d) manage media for the Diocese, both proactively and reactively, co-ordinating responses to media enquiries and acting as a spokesperson, supporting Bishops in their media activity,

Key tasks will be to:

- be available to advise the Bishops when they need to respond to urgent/crisis situations that need immediate and sensitive handling and may affect the reputation of the diocese.
- advising clergy and Diocesan Officers in dealing with media and other critical communications issues, such as safeguarding or high-profile parish events.
- work with others in establishing and consolidating a Diocesan culture that can clearly articulate our priorities and values and ensure quality and consistency in all media outputs and all aspects of our mission and ministry:
- communicate to and among the parishes, diocesan governance bodies, chaplains and other arms of the church, using channels including the fortnightly e-Bulletin and day-to-day news on web and social media.
- attend Bishop's Council, Diocesan Synod, and Bishop's Staff Meetings as required.
- nurture members of the diocese to build a wider expertise in communications; being a face and not just a name.
- emphasise Diocesan priorities and enabling the outworking of our strategic framework.

- work collaboratively with the Cathedral to ensure their programme, facilities and hospitality are absorbed into the Diocesan blood stream.
- Develop our website as an effective tool for all users.
- Provide 24/7 emergency media contact and be willing to undertake some out of hours work.

## Person specification

	Essential	Desirable
<b>Qualifications and experience</b>	<p>Educated to degree level or equivalent</p> <p>Previous experience of working at a senior level in journalism, marketing communications or PR.</p> <p>Demonstrates an instinctive understanding of the impact that communications can have on an organisation.</p> <p>Experience of media handling</p> <p>Experience of influencing culture at different levels of an organisation</p>	<p>Has a strong network of existing contacts within national, local and church media.</p> <p>Familiar with organisational complexity.</p> <p>Working knowledge of the Church of England.</p> <p>Willing to demonstrate one's own Christian faith</p>
<b>Knowledge and skills</b>	<p>Excellent all round communications skills,</p> <p>Strategically aware.</p> <p>Fully computer literate,</p> <p>Ability to prioritise and cope with competing demands.</p> <p>Able and willing to drive around the Diocese.</p> <p>Experience of using web Content Management Systems</p>	<p>Has a journalist's instinct!</p> <p>Photographic skills.</p>
<b>Personal qualities</b>	<p>Creative. Able to see opportunities and potential in people and situations.</p> <p>Pastoral heart, able to make strong relationships with colleagues, media and parishes</p> <p>Highly motivated self-starter.</p> <p>Methodical, cares about details and can be a completer / finisher.</p>	<p>Willing to be "on call" on some weekends and evenings.</p>

## Main Terms and Conditions

- Hours of Work:** 35 hours per week.  
You will be expected to take your turn at being on-call so some out of hours work will be required. Overtime is not paid; but time off in lieu will be available.
- Salary:** £50,000
- Pension:** Defined Contribution Pension Scheme administered by the Church of England Pensions Board. The employer will contribute 12% of the employee's pensionable salary and the employee may choose to make an additional voluntary contribution which will be matched by the Diocese up to a further 3%
- Holidays:** 25 days per calendar year plus bank holidays.  
The holiday year runs from 1 January to 31 December.  
Additional discretionary days are given at Christmas.
- Place of work:** Hybrid arrangements are in place so 2 days a week at St Marys House, The Close, Lichfield and 3 days working from home.
- Expenses:** All reasonable working expenses will be met at the agreed Diocesan rates.
- Probation:** This post will be subject to a probationary period of six months.
- GOR:** This post carries a genuine occupational requirement (GOR) and therefore, carries an exemption under the Employment Equality (Religion or Belief) regulations 2003.
- Closing date:** 3 May
- Interviews:** 21 May