



Job Description

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| Job Title: | Communications Officer |
| Hours of Duty: | 14 hrs per week working in a pattern to be agreed with the line manager |
| Holidays: | 25 days holiday per annum plus Bank Holidays and discretionary Christmas holiday pro rata |
| Office Location: | At present your main place of work will be Diocesan House. To ensure the best service to the needs of the Diocese your base may be moved within the Diocese. |

Responsible to: Communications Manager

Key Working Relationships:

- Communications team colleagues
- Diocesan Board of Finance (DBF) colleagues
- Diocesan colleagues including, Clergy and lay workers/volunteers working within our parishes
- External design consultants/contractors

JOB SUMMARY / BACKGROUND:

The Communications Team is an essential part of the parish support team at the Diocese of Norwich. We are here to help parishes, churches, schools, clergy and senior staff with their communications. In line with the Diocesan vision, we share stories and resources to promote the mission and ministry that takes place on a daily basis across the Diocese of Norwich. The key messages we communicate reach thousands of people through our well established communication tools, including the Diocese website, e-newsletter and social media sites as well as two printed publications. Furthermore, we are the first point of contact for media relations, offering advice during times of crisis and particular media interest.

MAIN PURPOSE OF THE JOB:

As Communications Officer, you will be a valued part of the team covering general communications jobs, with a specific responsibility for digital and IT including the Diocese websites and social media platforms.

You will help us to communicate and share the good news stories happening across the Diocese of Norwich, identifying potential stories to the team. Your ability to write high quality web copy and social media copy is essential.

You will be uploading articles, images, data and information to the Diocese website and the e-newsletter and you should be confident working with CMS website systems and analytics, preferably Wordpress, Squarespace, Mailchimp and Google analytics.

You will also be taking photos and storing them in the online photo library for use on digital channels.

MAIN DUTIES/KEY RESULTS AREAS:

1. Proactive management of the Diocese website. Managing the 'what's on' section so events are displayed correctly, upload articles when required, provide technical support for staff when required, and an annual review of the website to ensure pages are up to date.
2. Maintain the news inbox by responding to emails in a timely manner and covering for other comms staff when away to keep the inbox up to date.
3. Proactive management of Diocese social media channels. Scheduling posts, identifying useful content to share and able to use analytics.
4. E-newsletter. To do the technical elements of the e-newsletter, such as design, lay out and updates, then schedule on communication platforms.
5. Be the digital communication link for other NDBF teams, specifically Children Youth and Families (CYF) to enable awareness to grow of CYF events and stories. Ensure these stories are shared with the communications team and wider audience.
6. Take photos, edit and keep a photo library for communication use. Building up an image library and understanding copyright.
7. Small design jobs such as creating a poster or social media post that is visual and engaging. Able to add logos, images or other design aspects when required.

Responsibilities all Communication Team Members have:

8. Communicate various projects and campaigns, including supporting those championing the projects
9. Gather positive news stories and proactively promote them
10. Upload information and resources to the website
11. Promote campaigns through social media
12. Ensure Enews is correct in terms of information, engaging and reaches a wide audience
13. Identify any website pages that need updating
14. Respond to emails and calls in a polite and timely manner.
15. Provide cover for team members during holiday and sickness
16. Take part in mandatory training and explore new training opportunities
17. Create and curate Christian faith-based communications and materials that support and promote the teachings and mission of the Church of England

Special Additional Responsibilities in this role:

18. Responsible for correcting issues on the website and liaising with the website providers.

19. Highlighting issues with social media posts and alerting Comms Manager. Keeping a log on any negative stories and highlighting potential online stories to follow up.
20. Provide analytics data on social media and website, with ideas on how to improve it.
21. Build up the online image library for the Diocese
22. Communications person link with Children Youth and Families team, promoting stories, events and creating social media posts for CYF as well as other teams as required.

Person Specification:

Knowledge & Skill

| | Desirable | Essential |
|---|-----------|-----------|
| Excellent IT skills, using Microsoft Word, Outlook, Powerpoint and Excel. | | X |
| Knowledge of Adobe, Wordpress, Squarespace, Mailchimp | X | |
| Good communication skills, both written and verbal Good telephone manner | | X |
| Good interpersonal skills and the ability to deal with people at all levels | | X |
| Excellent attention to detail, accuracy and thoroughness in all aspects of the work | | X |
| Experience of using databases | X | |
| Good record keeping skills and the ability to work methodically | | X |
| Public speaking, giving presentations | X | |
| Design and marketing skills (including website) | X | |
| In sympathy with/supportive of Diocesan aims and objectives | | X |

Qualifications & Experience

| | Desirable | Essential |
|---|-----------|-----------|
| Experience of writing content for different platforms and audiences. Specifically website and social media content. | | X |
| Experience of setting up and implementing effective administrative systems to support new projects and services. | X | |
| Project management | X | |

Personal Attributes

- Effective administrator and communicator.
- Able to work under pressure to meet targets and deadlines.
- Calm and professional disposition.
- Self motivated and enthusiastic.
- Able to respond effectively to changing priorities.
- Able to work effectively without supervision.
- Willing to accept responsibility.
- Logical and systematic in work processes.
- Attention to detail
- Driving license & access to car to travel to work
- Able to effectively communicate the Christian faith basis of the Church of England to those within and outside of the Anglican Church using a range of media.
- Supportive of the aims and purpose of the Church of England and the Diocese of Norwich.

Appointment will be subject to a check via the Disclosure and Barring Service and all applicants will be expected to work within Diocesan policies and procedures.

THIS JOB DESCRIPTION IS NOT AN EXHAUSTIVE DOCUMENT BUT IS A REFLECTION OF THE DUTIES AND RESPONSIBILITIES APPLICABLE AT THE TIME OF ISSUE. Details and emphasis are subject to amendment and revision in the light of the changing needs of the Norwich Diocesan Board of Finance Ltd. (Detail correct at August 2022)