

Job Description

Senior Communications Officer

Background

The Parish Support Team is made up of the staff and volunteers of a charity called the Norwich Diocesan Board of Finance Ltd (NDBF). The core purpose of the charity is to serve the local parish mission and ministry of Church of England churches, schools and chaplaincies across Norfolk and Waveney, collectively referred to as the Diocese of Norwich.

The Parish Support Team currently operates from Diocesan House in Easton on the outskirts of Norwich, offering a broad range of services across the diocese that support and encourage colleagues working in local parishes. The main areas of work include direct support for local mission and ministry; and indirect support including areas such as finance, GDPR and data, communications, and safeguarding services.

Ethos and Values

The way we work in the Parish Support Team is as important as what we do, and we are committed to:

- Proactively promote and demonstrate our Diocesan Vision, Christian ethos and values in all aspects of work.
- Treat everyone as a valued individual with kindness and respect.
- Promote and demonstrate a culture of continuous improvement and development.
- Work collaboratively with all colleagues in the Parish Support Team.

Purpose of the role

To support the delivery of Communications, marketing and engagement in line with our Communications Strategy and overall Diocesan vision for the Church of England in Norfolk and Waveney; with responsibility for key internal stakeholder communications.

Key working relationships

Line manager	Communications Manager
Positions managed	None
Internal	Parish Support Team Colleagues
External	Bishops and Archdeacons Clergy and lay employees and volunteers

Main duties and responsibilities

Editorial Lead

- Lead editorial planning, attend and contribute to weekly editorial meetings.
- Write and edit high quality content, news releases, statements and case studies.
- Write and edit PST – internal monthly newsletter
- Responsible for viewing and curating news@inbox
- Commission and manage photography/video or use own skills, ensure consent forms and safeguarding protocols are followed.
- Write stories for the Prayer Diary on a quarterly basis.

Media

- Newsgathering stories from parishes
- Build relationships with local and national media
- Media monitoring
- Handle incoming media requests, including sensitive comms.
- Keep a media statement/coverage file.

Digital

- Social media, lead on strategy and schedule posts, with support from the Communications Assistant.
- Support the Communications Manager with the redevelopment of the Diocese of Norwich website.
- Develop the events and training section of the Diocese website including any administration needs with bookings.
- Oversee contact lists for email newsletters.

Engagement

- Create a regular Communications training offer to parishes through the year with support from the Digital Labs team at the Church of England. (media interviews, social media basics, photography and permissions).
- Attend Diocese events, including Synod, One Big Day and the Norfolk Show.

Deputising and Coaching

- Act as deputy to the Communications Manager when required

Other

- Able and willing to be part of an out of hours rota for media enquiries and emergencies.
- Diversity and Inclusion: Ensuring all communication, from words to images, reflects our welcome to all, taking care to ensure our messages are accessible and clear.
- Photography, filming, editing
- Canva design, Adobe suite, social media platforms including Meta and Bluesky
- Undertake such other reasonable duties as may be required from time to time as are consistent with the responsibilities of your position.

Person Specification

	Essential	Desirable
Qualifications and Experience		
Degree or professional qualification in journalism, communications, public relations or marketing	X	
Experience of advising senior leadership	X	
Experience of writing for a variety of different audiences		X
Project Management experience		X
Knowledge and Skills		
Excellent interpersonal skills and the ability to deal with people at all levels	X	
Ability to provide a positive and collaborative contribution to a team	X	
Excellent writing, editing and proofreading skills, and journalistic ability to source stories	X	
Speaking and presentation skills. You'll need sensitivity to the goals and values of the Diocese and be able to tell others	X	
Strong IT skills, knowledge of WordPress, Microsoft, Instagram, Facebook, E-mail marketing systems (Constant Contact)	X	
Using and being familiar with digital and video communication	X	
Attention to detail, accuracy and thoroughness in all aspects of the work	X	
Knowledge of the Church of England, its structures and processes		X
Personable Attributes		
Flexible and adaptable	X	
Effective administrator and communicator	X	
Able to work under pressure to meet targets and deadlines	X	
Calm and professional disposition	X	
Self-motivated and enthusiastic	X	
Able to respond effectively to changing priorities	X	
Able to manage a high-volume workload	X	
Able to work effectively without supervision	X	
Willing to accept responsibility	X	
Logical and systematic in work processes	X	
Honest and trustworthy with a strong sense of ethical and professional behaviour ensuring that confidentiality and ethical standards are met	X	
Committed to the aims and purpose of the Church of England and the Diocese of Norwich	X	
Availability		
The role involves attendance at meetings and events at a range of venues around the county, some on weekends, early mornings or evenings. Notice will be given of these and time off in lieu is available	X	
Current driving licence and have a car available for travel across Norfolk	X	

Summary of Terms and Conditions

Role	Senior Communications Officer
Hours	Full time – 35 hours per week
Pension	Enrolment in the NDBF defined contribution scheme a contributory scheme with a 5% contribution by NDBF and 3% by the employee, plus in-service life cover.
Annual Leave	Pro rata of 25 days plus 8 public holidays, plus fixed days between Christmas and New Year. Pro rata of 3 additional days after completion of 5 years' service.
Term	Permanent. Probationary period will be 6 months.
Notice Period for both employee and employer	1 month notice during probation period, 2 months afterwards
Expenses	Working expenses are paid at the Diocesan rates
Base	Diocesan House, 109 Dereham Road, Easton, Norwich, NR9 5ES You may also be required to work at other locations within the Diocese of Norwich in line with the requirements of your role. Hybrid Working may be considered (up to a maximum of one day working from home).
Contract	The contract of employment will be with the Norwich Diocesan Board of Finance (NDBF)
Status	The successful applicant will need to show proof of right to work in the UK and an enhanced DBS check before taking up the post.

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.