



COMMUNICATIONS OFFICER

Salary: £16,800– £20,400 per annum (£28,000 – £34,000 pro rata)

Duration: Permanent

Hours of Work: Part time (21 hours per week, split over three days working Tuesday, Wednesday and Friday)

Terms and Conditions Six months probationary period
15 days paid holiday per year (25 for full-time equivalent)
Pension in line with auto enrolment

Location: Westminster (hybrid working policy in place)
At least one day a week in the office, plus an additional day one week a month to join our team meetings

Reports to: Head of Communications

Introduction to the National Churches Trust

We want to keep the UK's wonderful collection of church buildings well maintained, valued and in use. Working on the ground in all four nations, we support churches of all denominations. Our vision is to see open churches thriving at the heart of their communities.

Our mission:

- We Speak Up: churches are valued and supported
- We Build Up: churches are well maintained, adaptable and in good repair
- We Open Up: churches are sustainable, open and welcoming

Our values:

- Being straightforward in responding to others' needs
- Providing support that makes a difference



- Joining forces to achieve greater impact
- Driving change that brings our vision closer

Purpose of the role

Are you passionate about how digital communications can be leveraged to help even more people understand the role and importance of churches and to encourage and support those who are caring for these historic buildings? We are looking for a part time Communications Officer to join our small Communications Team at the National Churches Trust. You will help plan, build and send our regular newsletters, manage our photo library and permissions, and support us in making sure our website is up-to-date, accurate and accessible.

If you are a good communicator and writer, you understand the importance of UX design and supporter journeys and you want to use your skills to help keep churches open and in use, then this could be the role for you.

Main Duties and Responsibilities

Newsletter (40%)

- Work with different teams to plan, source, write and build content for newsletters and bespoke emails
- Work with the Communications Team to create content for our newsletters that build trust and loyalty, encourage donations and memberships, showcase the charity's impact, supports churches to stay open and in use, and meets our strategy and objectives
- Ensure our newsletters go out on time and on brand
- Work with the Communications Team to ensure the charity's newsletters hit their targets for



growth including carrying out reporting and/or benchmarking and making sure that the Mailchimp lists are kept clean and updated

- Supporting the Communications Team's use of MailChimp and managing its integration with Donorfy and the website
- Ensure that emails and newsletters are General Data Protection Regulation (GDPR) compliant

Website and data (40%)

- Update the website on a regular basis so that it is accurate and timely
- Use the website's content management system to create, build and edit webpages, media and links
- Champion a user-centred approach to improve supporter journeys and digital experiences
- Ensure any content created for the website is purposeful and upholds our brand guidelines, House Style and Tone of Voice. Make sure UX and SEO best practice is adhered to
- Carry out spot checks to make sure the website is performing as expected
- Use Microsoft Clarity, Google Analytics, Google SEO and other programmes as appropriate to analyse how the website is performing and update teams of metrics and insights as needed
- Manage the charity's JIRA board with our website agency; ensure that problems are logged and responded to in a timely manner
- Website updates: carry out testing as needed when there is a Drupal or security update, or for any new component or bug fix. Plan a testing schedule as required
- Be an active part of the Website Working Group

Photo library (20%)

- Manage the photo and video storage and permissions for the charity



- Work with different teams so that all staff and volunteers understand copyright and consent for photos and videos
- Induct all new members of staff on the image library, as well as carry out refresher training as required
- Fulfil any image requests from staff and journalists
- Process and upload photos from staff, volunteers and commissioned photographers to our image library
- Ensure the image library is accurate, up-to-date and easy to navigate
- Inform staff and volunteers of updates to the image library

Person Specification: skills, experience and behaviour

- At least two years' experience of copywriting
- At least two years' experience of working on websites and newsletters with demonstrable knowledge of UX best practice and supporter journeys

Essential criteria

- Strong content and copywriting skills; ability to write and tell engaging stories for impact using accessible language for a range of audiences and without using AI
- Confident working to and upholding brand guidelines, house style and tone of voice
- Strong understanding of user-centred design, digital optimisation and supporter or user journey development
- Good SEO knowledge
- Experience of working with a Content Management System (the National Churches Trust uses Drupal)
- Experience of building and sending emails and audience segmentation on MailChimp or a similar platform
- A keen eye for detail and strong proofreading skills
- IT literate, with knowledge of MS Teams, Word, Excel, PowerPoint, and Outlook



- Collaborative approach to work
- A calm, confident and professional manner
- Ability to organise and prioritise workload to meet deadlines

Desirable criteria

- Enthusiasm for church buildings
- Experience of working for a small charity or non-profit or in the heritage sector
- An understanding of the opportunities and challenges of working for a small charity
- Understanding of photo permissions and the importance of photo consent and copyright
- Experience of working with stakeholders and managing sign off processes
- Willingness to travel across the UK for events, conferences and content gathering
- Understanding of what makes a great photo
- Understanding of GDPR

Key internal relationships:

The Communications Team: the Head of Communications and the Social Media and Content Producer. The Head of Stakeholder Engagement, the Deputy CEO, the Fundraising Team and Church Support Officers

Key external relationships:

Gain (our website agency), beneficiaries of the charity, Friends and donors

Further information

This is a part-time post, and the basic hours are 21 per week. It is based at the National Churches Trust's offices in Westminster and remotely. You will be required to work from our London office on at least one day a week and once a month you will be required to work an additional Wednesday in the office. While the role is primarily desk-based, there is occasional travel elsewhere in the UK in order to attend events, see the impact of our



work and meet with churches we have supported and other organisations we partner with.

The annual leave entitlement is 15 days, in addition to relevant national public holidays.

The National Churches Trust comprises of a small staff, and you should be prepared to work as part of the team to ensure the delivery of the organisation's operations and objectives. As a member of staff, you will have access to our employee benefits programme, managed by HSF, which offers a health plan, access to counselling and legal support, and a discount programme for benefits, such as gym membership and personal accident cover. You will also have access to free communications events, resources and mentors through our Charity Comms membership.

The National Churches Trust operates a personal pension scheme and pays 10% employer's contribution for all eligible employees. Other general terms and conditions are set out in the staff handbook, which is issued to all employees on appointment.

How to apply for the role

To apply please send a covering letter (max two sides) detailing your interest in the role and how you meet the requirements, together with a copy of your CV to

Rosalinde.debest@nationalchurchestrust.org

If you have any questions about the role, please email

Rachael.Adams@nationalchurchestrust.org

Please note that we are not looking for a freelancer to fulfil this role.



Closing date: Midnight on Sunday 12 July 2026

Interview date: Thursday 23 or Friday 24 July 2026 in person at the National Churches Trust's office in Westminster

Thank you for your interest in the National Churches Trust and our mission to see open churches thriving at the heart of their communities We look forward to hearing from you.