

# NEWS AND CONTENT MANAGER CANDIDATE PACK

Public Engagement team of the  
Anglican Communion Office

ANGLICAN  
COMMUNION  
IN OVER 165 COUNTRIES





# WELCOME

Thank you for your interest in the role of News and Content Manager with the new Public Engagement Department at the Anglican Communion Office (ACO).

The Public Engagement team run the communication, news and digital output for the Anglican Communion Office. They also collaborate with department leads on fundraising and donor support.

The team are developing a new strategy to grow the profile of the ACO, share diverse stories about the life of Anglican Communion and engage Anglicans in global conversations on church and world affairs.

The News and Content Manager role has a particular emphasis on:

1. Developing news and content campaigns that appeal to global audiences.
2. PR and media engagement to grow awareness for the work of the ACO.
3. Strategic planning, delivery and support to relevant teams and stakeholders.

This is an exciting opportunity for an ambitious news and content professional that wants to be part of a busy, dedicated team, sharing stories of the Anglican Communion around the globe.

To arrange an informal conversation about the role, contact Janet Miles, Director of Public Engagement on 07595 205 540 or email [janet.miles@anglicancommunion.org](mailto:janet.miles@anglicancommunion.org)

# ABOUT THE ANGLICAN COMMUNION OFFICE

**The Anglican Communion Office (ACO) is the official Secretariat of the Anglican Communion, a worldwide network of Anglican churches, in over 165 countries.**

The ACO exists to serve the life of the Anglican Communion through several key priorities. The ACO delivers global Anglican meetings including the Lambeth Conference, the Anglican Consultative Council and the Primates Meeting. It convenes a number of inter-Anglican and ecumenical dialogues. It engages Anglicans in global conversations and supports Anglican advocacy, locally and globally. The ACO also has a permanent representative at the United Nations.

## The Anglican Communion Office Team

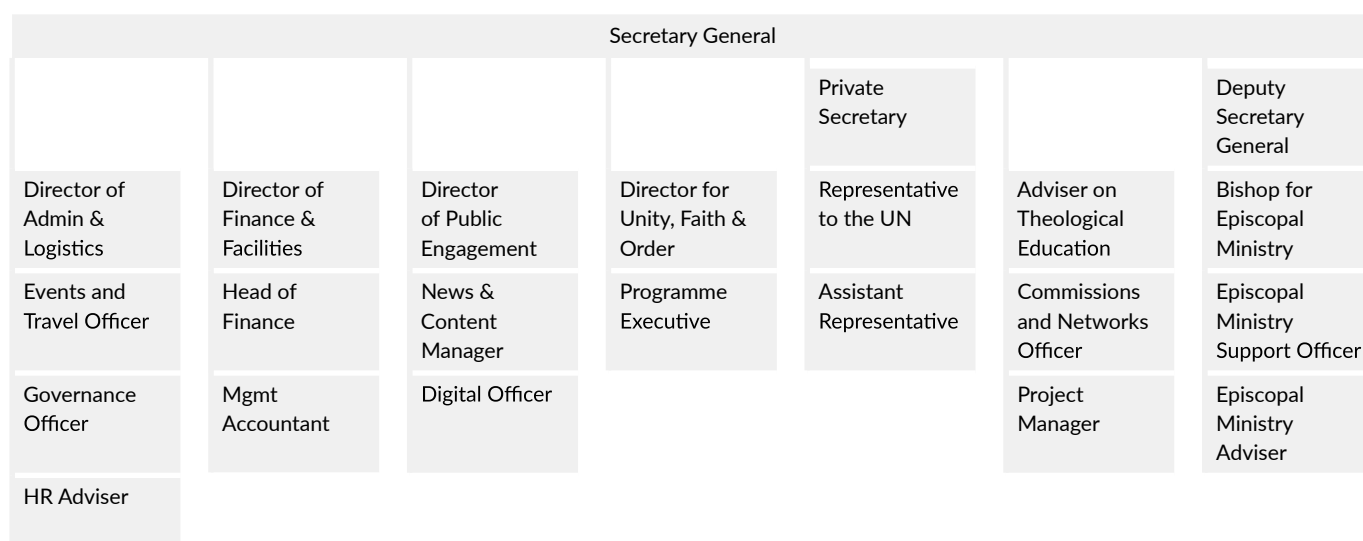
The ACO staff team are a group of passionate and dedicated professionals, working hard to enhance the life of the Anglican Communion.

The combined expertise of the Secretariat staff, with their commitment to collaborating with Anglican groups, commissions and networks is advancing important areas of Anglican ministry worldwide.

From Mission and Evangelism, Discipleship, Peace and Reconciliation work, Environmental Justice, Gender Justice, Science and Faith, Safe Church, Youth Development and Ecumenical and Inter-faith dialogue, the team encourage communion relationships and diverse participation. They are advancing resolutions from the Anglican Consultative Council and Lambeth Calls from the Lambeth Conference.

The Anglican Communion Office liaises regularly with The Archbishop Canterbury and teams at Lambeth Palace. The team also travel around the world to support Provinces and Dioceses of the Anglican Communion.

## ACO Organigram





# PUBLIC ENGAGEMENT AND THE ANGLICAN COMMUNION

What is the focus of the Public Engagement Department?

The Public Engagement department is a new team at the Anglican Communion Office. As part of the Public Engagement strategy, the team are recruiting for a News and Content Manager to play an integral part in the team, over a range of projects, campaigns and stories.

## Public Engagement Priorities:

- **Purpose, Positioning and Profile:** Communicate the ACO's purpose and broad portfolio of work and develop awareness for the ACO as an enabling team.
- **Communication:** Build a culture of story sharing through news and digital content that builds profile for the ACO and represents the diverse ministries and stories of Anglican churches worldwide.
- **Amplify and support Global Conversations:** Work collaboratively with Anglican teams, networks and commissions to amplify campaigns, advocacy agendas and promote resources that serve the church.
- **Improve:** Overhaul and redevelop ACO communication channels, modernising our profile and creating audience-focused output. Embed more effective communications, marketing and fundraising practices across the ACO.
- **Fundraising and Support:** Collaborate with ACO departments to enhance their fundraising work and leverage stories that inspire funders and supporters.
- **Partnership and Collaboration:** Liaise with communication teams at Lambeth Palace and Provinces around the world. Cooperate with partner organisations like Mothers' Union, CAPA and the Anglican Alliance.

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# HIGHLIGHTS FROM RECENT WORK

The Public Engagement team provide strategic advice and oversee the implementation of a integrated communication projects for the ACO and many of its networks.

## News Coverage and Media Engagement

Anglican Primates enjoy historic meeting with Pope Francis. [Read here](#)

The Secretary General visits the Episcopal Church of South Sudan. [Read here](#)

The Public Engagement team also deliver Press Conferences as needed, for major Anglican events, including the Primates' Meeting, The Anglican Consultative Council and others.

## Campaigns and Advocacy)

Working with the ACO's UN team and wider networks, the Public Engagement team help to turn advocacy aims into engaging campaigns and resources. The team recently supported UN team and environmental groups, in an advocacy campaign about biodiversity at COP16 in Colombia.

## Film and Social Media

The Public Engagement team shapes and delivers a wide range of film projects.

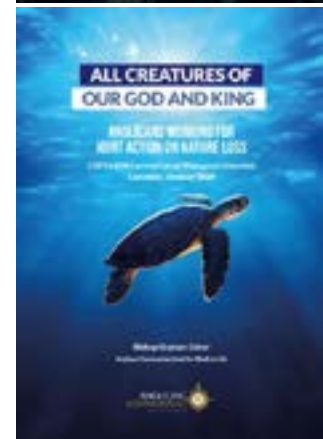
The Public Engagement team shapes and delivers a wide range of film projects.

- Filmed story-telling for Primates' meeting in Rome Watch an example [here](#)
- Scripting and filming with The Archbishop of Canterbury [Watch here](#)
- Reporting on the Lambeth Conference: Visit the Resources Zone [here](#)
- Anglican Commissions - Science and Faith discussion series: [Visit the series here](#)

## Webinar and online event support

The Public Engagement team deliver promotion strategies for different ACO and Anglican teams. Combining articles, digital content and webinar promotion, that drive audiences to join important discussions at play in the Anglican Communion.

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# ROLE OUTLINE

Role title:

News and Content Manager

Reporting to:

Public Engagement Director

Term:

12-month position with  
opportunity to extend

## Core Responsibilities

The purpose of this role is to manage the news and reporting work as an integrated part of the Public Engagement's work.

The News and Media Manager, has three major priorities:

- Developing news and content campaigns that appeal to global audiences.
- PR and media engagement to grow awareness for the work of the ACO.
- Strategic planning, delivery and support with relevant teams and stakeholders.

## **This role will work closely with the Public Engagement Director in the following priorities:**

### **Developing news and content campaigns**

- Reports on major initiatives and events of the ACO team, liaising with relevant departments.
- Develops features and articles in support of content and campaign series relating to the work of the Anglican Communion Office, Commissions and Networks.
- Develops the Anglican Communion News Service output, in line with strategic aims.
- Supports the work of the Public Engagement team in building the narrative for the Anglican Communion Office across all owned channels. These include the Anglican Communion Office, Anglican Communion News Service and The Lambeth Conference.

### **PR and Media engagement**

- Creates and develops media opportunities that reinforce the strategic aims of the Anglican Communion Office.
- Actively monitors the media landscape to assess activity in relation to the Anglican Communion Office and ACO as a whole.
- Maintains and develops a media database.
- Organises and promotes press conferences when required, either in person, virtual or hybrid.
- Organises relevant photographic or video based assets for news.
- Strategic Planning and Delivery
- Supports the PE Director in liaising with other Anglican comms teams and stakeholders, including colleagues at Lambeth Palace, Provincial Comms teams as relevant.
- Supports the Public Engagement Director in seasonal comms meetings and providing PR support and campaign advice to ACO teams.
- Supports the Public Engagement Director in media liaison, advice and crisis management. Delivers rebuttal and crisis management plans with support from the PE Director.

### **Public Engagement Teamwork**

- Ownership of the Public Engagement Comms planner, ensuring timely preparation and delivery of news agenda.
- Support in delivering wider projects of the Public Engagement team as required.

## **Competencies / Requirements**

- Good writing skills and experience of working in a communications news function.
- Proactive and responsive in developing news and campaign content.
- Flexible and adaptable, able to work across multiple projects and priorities.
- Politically astute – able to discern sensitivities and consider the needs of different stakeholders.
- Cultural appreciation and awareness of diverse audiences / contexts.
- Experience and confidence with both print and online publishing environments. For example, publishing articles, drafting social media posts.
- Good knowledge of Christian media and wider media outlets.
- Good team player, self-starter, attention to detail, plans ahead.
- Some evening / weekend working as and when news / content requires. The Public Engagement team operate

# WORK WITH US: LOCATION, SALARY AND BENEFITS



## Location

Notting Hill, London. St Andrew's House, 16 Tavistock Crescent, London, WA11 1AP.

The Anglican Communion Office shares a space with a chapel and onsite guest house, welcoming guests from all around the Anglican Communion. It is a short walk from Notting Hill's Portobello Road and around the corner to Westbourne Park underground.

## Hours: 35 hours a week.

Contract type: 12-month position with opportunity to extend.

## Salary:

£48,000

## Holiday Entitlement

- 30 days annual leave
- 8 public/bank holidays
- 3 days off between Christmas and New Year
- Opportunity to buy or sell 5 days annual leave

## Hybrid Working:

- Office based, Tuesday, Wednesday and Thursday.
- Hybrid working, Monday and Friday.
- Some weeks may require alternate days, and occasional weekend working, as work and projects dictate.

## Pension:

Church Worker Pension Scheme

- Employee's contribution is 2.5%
- Employer's contribution is 10%

## Application Process

Please send a CV and covering letter, outlining why you are applying for this role and why your experience is relevant.

- CV – Should show work experience for the last ten years.
- Covering letter should be no longer than 700 words.

Application deadline 29 January

Interviews 7 February

## Interview process:

Your interview will be with the Director of Public Engagement and the Director of Administration and Logistics.

There may be some competency-based exercises.

## For more information:

If you would like to find out more about the position and have an informal conversation about the nature of the role, please contact Janet Miles, Director of Public Engagement.

07595 205 540 / [Janet.Miles@anglicancommunion.org](mailto:Janet.Miles@anglicancommunion.org)

Applications should be sent to:  
[HR@anglicancommunion.org](mailto:HR@anglicancommunion.org)