



# Diocese of Edinburgh

*Scottish Episcopal Church*

## **JOB TITLE - Diocesan Communications Officer**

### **Responsible to**

- Finance & Management Committee via the Communications Group (Objectives)
- Diocesan Administrator (HR/personnel)

### **Terms**

- Initial 2-year contract - extendable
- 18.75 hours per week
- Salary £13,139 per year (£26,278 full-time equivalent)
- 25 working days leave (pro rata) and ten statutory holidays, with three days leave normally taken between Christmas and New Year
- eligible to join a generous 32.2% non-contributory defined benefit pension scheme
- Based at the Diocesan Office but occasional homeworking is negotiable

### **Job purpose**

To articulate the priorities and values of the diocese, determined by the Bishop and other key officers and staff

### **Objectives**

To maintain and develop tools for internal and external diocesan communications, and to ensure quality and consistency in all communications across the diocese

### **Key responsibilities and tasks**

1. Promote the diocese internally and externally
2. Develop and maintain our central digital channels
3. Support charges' communications training needs

#### **I. Promote the diocese internally and externally**

- a. Promote the life of the diocese internally and externally to:
  - raise awareness
  - encourage collegiality within the diocese

- b. Undertake proactive press work (reactive work is normally handled by the Provincial Director of Communications).

## 2. Develop and maintain our central digital channels

- a. Develop and maintain the diocese's digital channels in line with agreed communications plans. These include:
  - website
  - social media, including 'X' (Twitter) and Facebook
  - newsletters, including The Communicant
- b. Produce, source and edit high quality written and visual content in line with agreed communication plans ensuring content is:
  - error-free
  - tailored to the intended audience
  - kept up to date
  - compliant with the Scottish Episcopal Church (SEC) Safeguarding Policy, copyright law and has appropriate permissions granted
- c. Use social media and web analytics to:
  - understand which content resonates with audiences
  - suggest areas for development or improvement
- d. Support the diocese to develop communications strategies and plans.
- e. Use your professional expertise and insight to advise on best practice and new ways of working.

## 3. Support charges' communications training needs

- a. Identify communications training needs within the diocese to:
  - manage expectations around the support we can provide
  - identify existing communications training resources and guidance to signpost to
  - formulate and agree appropriate solutions
  - develop and deliver training within agreed parameters

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## Background information

The Diocesan Office of the Diocese of Edinburgh is a small friendly team. It includes the Bishop, the Dean, the Diocesan Administrator and Bishop's PA, the Adviser for Christian Life, and a number of part-time officers

The office supports the work of the 53 charges (church congregations) around the Edinburgh Diocese, which stretches from Falkirk across to Dunbar, and from the Firth of Forth down to the English border.

The Diocese of Edinburgh is one of seven dioceses in the Scottish Episcopal Church. We work closely with our counterpart colleagues at the Provincial General Synod Office and in the other six diocesan offices around Scotland.

As with any small organisation, there is a need for employees to be able to work flexibly and collaboratively alongside others.

## Key relationships

The postholder forms and maintains effective working relationships with:

- the Bishop
- Diocesan staff including the administrative staff and key diocesan officers
- provincial communications staff from around the SEC, including staff from the General Synod Office
- clergy and laity within the diocese's 53 charges

## Person specification

<b>Area</b>	<b>Skills and experience</b>	<b>Essential (E) or Desirable (D)</b>
Education and experience	Experience in a communications, digital communications or marketing related role	E
	Educated to degree level or equivalent relevant experience	D
	Evidence of professional development in communications or marketing	D
Written communication	Excellent written and spoken English	E
	Experience of writing, proof reading and editing copy for internal and external audiences	E
	Knowledge and experience of using plain English	D
Web	Practical experience and knowledge of using Content Management Systems such as WordPress to update websites	E
	Knowledge of basic HTML	E
	Experience of using Google and WordPress Analytics to recommend improvements	D
	Familiarity with content design principles, SEO and accessibility	D
Social media	Practical experience and knowledge of creating social media content in a professional capacity	E
	Experience of using social media analytics to	E

<b>Area</b>	<b>Skills and experience</b>	<b>Essential (E) or Desirable (D)</b>
	recommend improvements	
	Experience of social media planning & scheduling tools	D
Visual media	Experience of sourcing images and giving appropriate attribution	E
	Experience of editing images for use on different channels	E
	Experience of videography and livestreaming	E
	Experience of editing videos and preparing for upload to YouTube and Facebook	E
	Experience and understanding of photography and videography safeguarding best practice	D
Office software	Confident with using Microsoft Office software including Word and Excel	E
	Experience of hosting meetings on MS Teams and Zoom	D
Working with others	Able to build trust and foster effective working relationships	E
	Experience of designing and delivering communications training tailored to a range of abilities	D
	Evidence of successful collaborative working remotely	D
Personal attributes	Ability to work independently while under broad direction of line management	E
	Excellent planning and organisational skills with the ability to prioritise effectively	E
	Conscientious with strong attention to detail	E
	Keen to learn and engage with new and developing technologies	E
	Creative and flexible	E
	Sympathy with the mission and purpose of the Scottish Episcopal Church	E

