



## JOB DESCRIPTION

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<b>Job Title</b>	Communications Officer
<b>Team</b>	Communications Team
<b>Location</b>	Hybrid, with a willingness to travel to CCT's office in Northampton at least once a week
<b>Reports to</b>	Communications Manager
<b>Salary</b>	£27,500 per annum, plus pensions and benefits
<b>Duration</b>	Permanent
<b>Normal Working Hours</b>	Full time, 36 hours per week

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Churches Conservation Trust (CCT) is the national charity caring for historic churches at risk. As the operator of the third largest heritage estate in charitable ownership in the UK, our 356 historic churches include examples of irreplaceable architecture, archaeology and art from 1,000 years of English history.

CCT has an international award-winning reputation in heritage conservation and regeneration. All churches in our care are listed, mostly Grade I and II\*, and some are Scheduled Ancient Monuments.

Without our care, these buildings might have disappeared entirely. Instead, they are enjoyed as social, tourism, educational and cultural resources, kept open, in use, and living once again in the heart of their communities.

### Overall job purpose

The Communications Officer is a key supporting role within the Communications team. The post holder will research, write, and publish content across various channels, liaising with teams across the organisation to help identify content. They will report to the Communications Manager and contribute to the work of the wider communications team, helping to deliver marketing campaigns and the communications strategy. The post holder will have a data driven approach and be comfortable reporting on analytics, whether that's in relation to PR, social media or on specific campaigns. Excellent verbal and written communications are essential to this role as is the ability to work across all teams within the organisation.

CCT is moving into a new strategic period, which is an exciting opportunity to embed recent audience development research into our work. The post holder will be familiar with audience research and understand segmentation and audience personas.

### Key relationships

The Communications Officer will work primarily within the Communications Team, which works closely with the Fundraising Team and with other teams such as Regeneration, Learning and

Participation, Conservation, Finance, and regional teams so that the whole staff and community support network of CCT is empowered to drive forward communications.

## **Key duties and responsibilities**

### **1. PR, campaigns, and content creation**

- Support teams to develop skills in digital content development, providing best practice and feedback.
- Manage the day to day running of CCT's video streaming platform, dealing with technical issues, and working with colleagues to ensure the best customer service for members.
- Work with colleagues to create engaging content and campaigns for a variety of channels including social media, the website and our members' magazine.
- Provide communications and PR support to CCT national and regional teams.

### **2. Social media and website**

- Assist in the management of CCT's social media channels, creating content and responding to enquiries.
- Support the running of CCT's website, ensuring content is current, assisting colleagues with editorial and solving issues as they arise.
- Provide and analysis on web and digital media usage and trends.
- Assist in maintaining the online photo library, including uploading images and adding metadata.

### **3. Support the national programme of events, including staff away days, Trustee Tours and CCT's annual lecture**

- Work closely with colleagues to deliver employee engagement activities.
- Support with the planning and delivery of digital and in-person national events.

### **4. Design and digital**

- Collaborate with colleagues to design and produce in-house digital and print design assets, using Adobe Creative Cloud programmes including InDesign, Illustrator, Photoshop, and Premier Pro.
- Assist in the creation and analysis of targeted email campaigns, using Mailchimp.
- Support the Communications Team in the delivery of digital and printed materials.
- Ensure that all communications and marketing materials align with CCT brand guidelines and provide support and guidance to staff where needed.
- Undertake other projects as identified by the Communications Manager.

**N.B.** This job description is not all encompassing. Over time the emphasis of the job may change without changing the general character of the job. Your duties may be reviewed from time to time and revised and updated in consultation with you to reflect appropriate changes.

## **Additional Information:**

### **Lone working**

This role involves occasional lone working. We have lone working procedures in place to support all staff undertaking lone working.

## **Driving licence**

This role involves occasional travel to sites that are not always accessible by public transport. Therefore, it is essential that the successful candidate has a driving licence and access to their own car.

## **Occasional travel**

This role involves occasional travel nationally. You will be expected to use public transport as far as possible.

## **Health and Safety**

Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974), and to ensure that agreed safety procedures are carried out to maintain a safe environment for employees, volunteers and visitors. All staff have a responsibility to manage risk within their sphere of responsibility.

All Trust employees are accountable, through the terms and conditions of their employment, and statutory health and safety regulations, and are responsible for reporting incidents, being aware of the risk management strategy and emergency procedures and attendance at training as required.

## **Data Protection**

If you have contact with computerised data systems, you are required to process and/or use information held on a computer in a fair and lawful way. You are also required to hold data only for the specific registered purpose and not to use or disclose it in any way incompatible with such purpose.

## **Safeguarding**

We believe that everyone we come into contact with has the right to be protected from all forms of harm. We want everyone visiting our churches, volunteering with us, or working with us to have a safe and enjoyable experience. We will not tolerate abuse, maltreatment, or exploitation by or to our staff, volunteers, or members of the public. **We expect our staff to share this commitment.**

## **Mandatory training (for all roles)**

If successful, you will be required to complete mandatory compliance training including, but not limited to:

- Equality, Diversity, and Inclusion
- Bullying and Harassment for Employees
- Stress Awareness
- Mental Health Awareness
- Health & Safety Essentials
- Fire Awareness
- DSE Assessment
- GDPR UK Awareness
- Safeguarding Awareness
- Effective Remote Working (if applicable)

## Person Specification

### Section One: Essential Criteria

If you cannot provide evidence that you fully meet these criteria, your application will not be put forward for further shortlisting against the other criteria in sections 2 & 3.

	Essential Criteria	How this will be assessed
1	Educated to degree level or equivalent or have experience in a similar role.	A
2	Excellent verbal and written communication skills.	A
3	Experience of creating and posting social media and digital content.	A

### Section Two: Further Essential Criteria

	Further Essential Criteria	How this will be assessed
1	A creative flair that can be practically harnessed to create engaging communications content.	I
2	Experience of using a CRM.	I
3	Knowledge of design, photography and print production.	I
4	Computer literacy and ability to be administratively self-servicing.	I
5	Ability to use own initiative and to work effectively alone and as part of a team.	I
6	Well organised, able to manage own time, prioritise workload and meet deadlines.	I
7	Confident, professional, open approach to dealing with colleagues at all levels internally and externally.	I
8	Willingness to travel to in-person meetings and events on occasion.	I

### Section 3. Desirable Criteria

	Desirable Criteria	How this will be assessed
1	Attention to detail, presenting work to a consistently high standard.	I
2	Excellent interpersonal skills; able to maintain effective working relationships with people at all levels.	I
3	Experience of undertaking or commissioning and overseeing design work.	A
4	Experience of Adobe InDesign, Illustrator and Photoshop.	A
5	Experience of planning and supporting events of a variety of sizes and styles.	A
6	Willingness to work out of hours on occasion.	I

## Information on assessment methods

Code	Assessment method	This means...
A	Application	You need to provide examples and evidence as to how you meet this criteria in your application.
I	Interview	You will be asked competency based questions around this criteria at interview.
T	Test	This could be an ability test or group exercise assessing you against the criteria.
P	Presentation	You will be asked to prepare or give a presentation to demonstrate against this criteria.

## Selection criteria

The candidates who appear from their application to best meet the person specification criteria will be invited to interview. It is therefore essential that your application gives a full but concise description of the nature, extent, and level of the responsibilities you have held. The shortlisting criteria are detailed under the personal specification. Please ensure that you address each of the areas that are to be assessed in your application. Applications by CV only will not be accepted.

We are an inclusive employer and offer equal opportunities to all regardless of an individual's age, disability, gender identity, marriage or civil partnership status, pregnancy or maternity, race, religion or belief, sex and sexual orientation.

We are not a licenced sponsor at this time. Any offer of employment will be made subject to valid right to work in the UK being provided.

## Employee benefits

- Membership of the generous Civil Service Pension scheme
- 27.5 days annual leave provision, rising 30 days after five years' service and 33 days after ten years
- flexible working arrangements
- home working allowance for home-based staff
- life assurance through the Civil Service Pension scheme
- learning and development opportunities
- enhanced parental leave arrangements
- a free and confidential employee assistance programme
- season ticket loans and cycle to work scheme
- subscription allowance to a professional body
- 20% staff discount on Champing™ at CCT sites

## How to apply

If you would like to apply for this role, please click [here](#), you will be directed to our online recruitment system. You'll be asked to submit a CV and a short supporting statement (max 2 sides A4) outlining how you fulfil the person specification for this post.

Please note direct applications via email cannot be accepted for this role; only applications submitted through our recruitment portal will be considered.

The closing date for receipt of applications is **8am on Monday 27<sup>th</sup> May 2024**.

Interviews will be held on **Tuesday 11<sup>th</sup> June and Wednesday 12<sup>th</sup> June 2024** via **Teams**. Please note that the interview dates and location have been specifically chosen according to the availability of the panel.

We are a Disability Confident Committed Employer. Candidates who declare that they have a disability and who meet the essential criteria for the job will be offered an interview.

If you have a disability and wish to request a reasonable adjustment at any stage of the recruitment process, please email [recruitment@thecct.org.uk](mailto:recruitment@thecct.org.uk)