

We need a new Director of Communications.

Someone who can catalyse everyone in the diocese to be better communicators.

Someone who can imagine new ways for us to tell people about the good news of Jesus Christ.

Someone who can make it easier to tell our stories (big and small, exciting and ordinary) so that we can be excited by what God is doing amongst us and encouraged to pass those stories on.

Someone who can look at what we already do and knows when to say

"That's great – keep going" as well as

"Here are three other ways to do this better, how can I help?".

We need someone with passion and creativity to mix things up, build a team of great communicators, get stuck in and collaborate with our amazing staff team, and energise and release the wider team (of mainly volunteer communicators) in our local worshipping communities.

Above all, we need someone who knows how to get the right message to the right people at the right time in the right way.

We know we can do better, and we want to learn how. We want the things we say to get through to as many people as possible. We want to be inspired so that we can be more inspiring. And we want to have fun while we are doing this.

If you are getting as excited about this as we are, we'd love to hear from you.

If nothing else... get in touch and tell us how we could have made this advert more engaging.

We really do want to improve!

+Mark

Introduction

In this document you will find a bit more information about our diocese and our current communications arrangements.

In the accompanying documents you will find a Job Description, Person Specification, and an application form.

Chester Diocese

The Diocese of Chester spans from Wirral and the Welsh border in the west to the limestone hills of the Derbyshire Peak District in the east. The north of the diocese reaches up to the rivers Mersey and Tame and the conurbations of south and east Manchester, and south to the towns of Crewe, Sandbach and Nantwich on the outskirts of Stoke-on-Trent and Shropshire.

It's home to 1.65 million people and is served by about 350 church communities.

We are embarking on a new season of our shared life together. Over the last 6 months we have started to pull together our strategy for delivering the new Diocesan Vision that we collectively discerned.

This is going to lead to a specific focus on how we “**bless the 1.5 million people**” within our diocese who currently have no direct engagement with anything that we do. Good communication will be at the heart of this process, because it is essentially about culture change – how we think about and engage in mission, how we work collectively together, and how we imagine new ways of creating and growing worshipping communities in the diocese.

We need to help people within the church to:

- understand where we are going together
- be encouraged to realise that much of what they do is already aligned with our strategy
- hear about how the central team can help to inspire, equip and resource them to build on this good work
- improve our local communication and engagement, and especially to help us become better at listening to what our local communities need, so that we can shape and focus our ministry amongst them.

We need to help people who are not currently part of our worshipping communities to:

- hear the message of the hope that we have found in Jesus Christ
- see how our work in each local setting is helping people find friendship and support, building community, changing lives and making it a better place to live
- become engaged with and feel welcomed to become part of their local worshipping community.

Our Current Team

The central communications team currently consists of two full time members of staff with ad-hoc support provided by secretarial staff.

The Director of Communications has typically had a focus on media relations, issues management and editorial quality and providing line management of the Design and Communications Officer.

The Design and Communications Officer has maintained a focus on design, publication production, marketing material and content creation.

However, we think this is an ideal time to re-imagine how we can lead, manage and inspire communications across the diocese.

We see the Director of Communications being a **catalyst for communications**.

There are clearly some key areas of communications that the Director will need to manage and deliver, and ensure they are done to a high level of quality.

However, there is huge scope for us to inspire, train and resource a wider team of people – colleagues and the broad range of people (mainly volunteers) who are responsible for local church-based communications – so that the consistency and impact of our communications gets better. We don't need to be perfect – we just need to be real and authentic, and ensure that our key messages are clear and engaging.

The following pages provide more background detail about our current practices and operational responsibilities.

Current operational responsibilities:

1. Media Relations

The Communications Department advises the Diocese and helps to manage crises with special reference to preparing statements and managing press interest. This important area of work is often invisible but vital to the success of the role. The department also works to enhance the profile of the Diocese by fostering respect, trust and understanding with the media and wider public. The department has the potential to reach millions of people, and their work includes:

- 1) Maintaining good links with regional and church media (traditional print, digital and social bloggers).
- 2) Coordinating a media plan tied to departmental/national initiatives, liturgical seasons and the ministry of the bishops.
- 3) Keeping up to date with national church communication protocols.
- 4) Providing guidance to local church leaders on appropriate engagement with the media in their context, and being someone to signpost broader enquiries to.

2. Promotion of the work of the Diocese

The Communications Department's role is to help us identify our audiences and target our communications to ensure we present clearly understood messages to the right people using the most effective tactics. They help us maintain our focus on the active promotion of our overall mission and ministry.

They do this by:

- using a range of appropriate channels based on reach and timescales.
- taking a strategic approach for campaigns (setting aims, developing plans, delivering to the plan, and evaluating outcomes)
- working with key strategic partners (parishes, Cathedral, Church Schools, National Church, Mission agencies, Local authorities, statutory agencies etc.) to coordinate communications and leverage opportunities.

The Director of Communications will:

- 1) be responsible for working with those managing key pieces of work to identify audiences, advise on the marketing mix and best tactics to use, and to coordinate the work of the Design and Communications Officer and others to deliver the best outcomes.
- 2) meet with the Bishops regularly to discuss opportunities to communicate their ministry and to develop a communication plan for each bishop which includes media profile, areas of work and social media.
- 3) be responsible for overall advertising strategy (and how we can make best use of digital/social media), with particular focus on:
 - a. the promotion of diocesan and regional mission initiatives
 - b. opportunities to further promote Foxhill (the Diocesan Retreat house and gardens).
- 4) manage the communications budget for specific projects (e.g. exhibitions where the diocese is represented, and major diocesan events) and assist and advise departments in their diocesan communications spend.
- 5) manage advice that we provide to local worshipping communities on their communications and find appropriate ways to use diocesan channels to promote local events that align with our vision and strategy.
- 6) meet with Heads of Departments (Strategy, Ministry, Outreach, Education, HR and Finance) to support their communication needs and to schedule work.

3. Bishop of Chester's Media Adviser

The Director of Communications acts as the Bishop of Chester's media adviser, and will help all three bishops in their promotion of episcopal work.

4. Training

Currently the department provides an annual training day and some internal training for staff. It also works in conjunction with other departments in aspects of communication training.

The department needs to imagine broader opportunities to develop and deliver communications training for colleagues and local communicators across the diocese.

The National Church has in the past offered free courses, and there may still be national courses that can be offered locally. In conjunction with courses provided by other departments, specific communication department sessions need to include:

- 1) Advice to newly ordained / office holders / teachers
- 2) Promoting events and courses for parishes and schools
- 3) Communications courses for clergy and others holding licences
- 4) Social media courses.

5. Communication Channels

The department manages the production, supporting infrastructure, and content creation for a range of communication channels to ensure that our communications are timely, engaging and accurate.

There will be times when one channel is more important than the others.

The Church of England nationally gives priority to digital communication, and this continues to be the focus of the Diocese of Chester as well, and so the number of physical publications we produce has declined significantly in recent years.

There is a need for the Communications Department to develop a communications strategy moving forwards with:

- a range of appropriate channels selected for use
- clearly defined purpose and editorial policy for each channel
- clear KPIs/measures we can use to evaluate channel effectiveness
- processes in place to develop new channels or retire poorly performing ones as our communication needs change.

6. Stakeholders

The department needs to be sensitive to the wide range of different traditions within the Anglican Church. It is important that its actions reflect Gospel values such as telling the truth and building relationships with those of differing opinions.

The key stakeholders the department works with are:

- 1) Diocesan Bishop (+Mark)
- 2) Suffragan Bishops (+Sam and +Julie)
- 3) Archdeacons (Mike Gilbertson and Jane Proudfoot)
- 4) Diocesan Secretary (George Colville)
- 5) Other committee chairs and heads of department
- 6) Parish clergy, readers and other licensed lay workers
- 7) Identifying and supporting other key voices around the Diocese
- 8) Others with employed and volunteer roles in parishes (Churchwardens, Treasurers, administrators, youth/children/families workers, parish giving officers, safeguarding officers etc.)
- 9) Headteachers
- 10) Media
- 11) National Church.

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