

## Director of Communications Job Description

<b>Job Title:</b>	Director of Communications
<b>Salary:</b>	£51,515 - £55,692 per annum, dependent upon skills and experience
<b>Responsible to:</b>	The Diocesan Secretary  and the Bishop of Chester (when acting as his Media Adviser)
<b>Place of Work:</b>	Church House, 5500 Daresbury Park, Daresbury, Warrington, WA4 4GE and some travel around the Diocese of Chester.
<b>Job Profile:</b>	To lead and develop Diocesan Communications strategy in support of the Diocesan Vision and Strategy.

### Main Duties

#### Strategic Development

To be responsible for co-ordinating and catalysing communications across the whole of the Diocese of Chester, in support of our Vision and Strategy.

To develop and maintain a Strategic Diocesan Communications plan, collaborating with key stakeholders to help us identify our audiences and target our communications for the greatest impact.

To support our parishes, chaplaincies, and new worshipping communities in their local communications about their engagement in the Diocesan Vision, discerning what God is doing, and spotlighting stories that encourage and build faith.

#### Branding and Editorial Management

To have overall editorial responsibility for our various communication channels. Developing new channels and retiring others, and constantly ensuring an appropriate balance.

To develop appropriate branding, messaging and campaign management around our Vision and Strategic Themes, and to support that approach in others' communications.

To ensure communications about our Gospel work and message are enthusiastic, joyful, courageous and hope-filled, and attract and engage people within and outside our church communities.

To be imaginative, creative, playful, and eager to experiment; encouraging a culture in which we are constantly looking to learn and improve.

### **Team Leadership**

To be a member of the senior team in Church House supporting Church House purpose, culture, and values.

To lead, shape and develop the central communications team, regularly reviewing staffing levels, suppliers, and budget expenditure of the department. Making efficiency savings where possible and submitting worked-through budget requests to the wider Diocesan budgeting process for additional resources.

To increase scale, diversity, and competence of our communications to achieve maximum impact with the budget resources available. To identify and regularly review the work undertaken by the Communications department, what can be done by others in the Diocesan structures and in parishes, what should be outsourced to paid consultancy, and what networks of volunteers can be formed and supported.

### **Development of Skills and Talent**

To identify others with talent in communications and enable them (through support, training, and permission giving) to play their part in supporting our Vision and Strategy.

To find excellent examples of communication in the Diocese and use our position to promote them to a wider audience. To learn from such examples and help others to aspire to similar communications.

To provide excellent communications support and advice to the Bishops and Senior staff of the Diocese working to their gifts, making use of their talents, and developing their skills further.

To support the communications of other Church House departments, knowing when to take charge, when to collaborate, encourage and develop, and when to use authority to be permission giving.

To provide communications support to the steering group and working groups that are developing and managing the Diocese's strategic programme.

To work collaboratively with others across the Diocese to raise our overall communication game, inspiring everyone to share God's story clearly and effectively, and multiplying the number of good communicators.

### **Reputation and Risk Management**

To manage the reputation of the Diocese, providing guidance and support to the Bishops, Archdeacons, other senior staff, Church House, parishes, chaplaincies, and new worshipping communities on how best to prepare, respond and manage situations.

To ensure media enquiries (often of a sensitive or confidential nature) are dealt with promptly and in consultation with those in the Diocese most appropriate to respond.

To lead crisis and high-profile communications responses (including out of hours) using communication consultancy as appropriate.

**This job description does not form part of your Contract of Employment.**

May 2024