



THE CHURCH  
OF ENGLAND

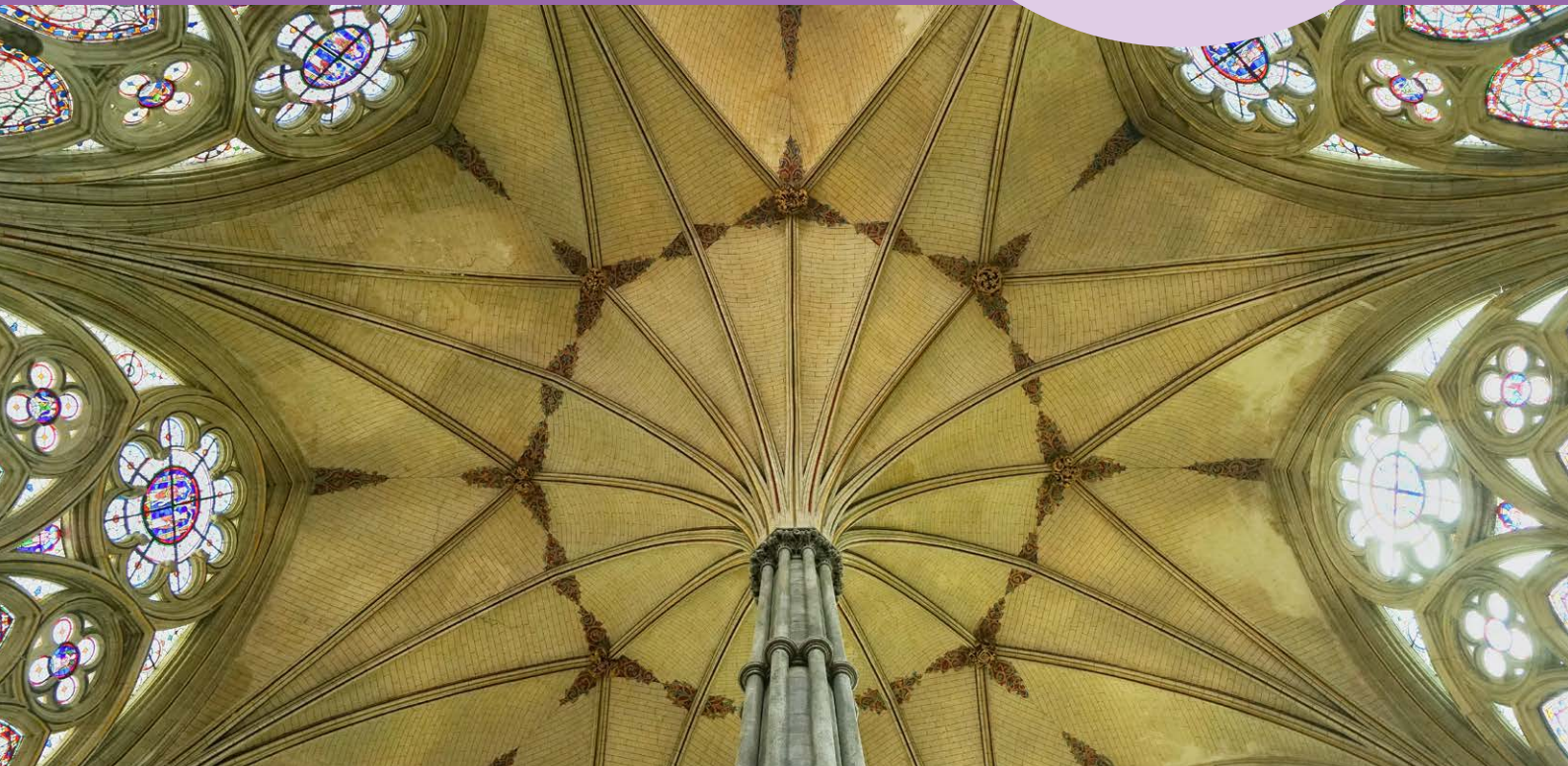


## DIOCESE OF SALISBURY

Job title: **Head of Communications and Engagement**  
Location: **Church House in Salisbury, and home-working**  
Reports to: **The Director of Mission & Ministry**  
Responsible For: **1 x interim Communications Officer \***  
Contract: **Permanent**  
Hours: **36 hours a week.**  
**Some out of hour's work will be required, but time off in lieu can be accrued during these times**  
Salary: **£50,000 - £55,000**

\* The permanent post could be made up of one full-time role, or two part-time roles. You will have authority over this decision.

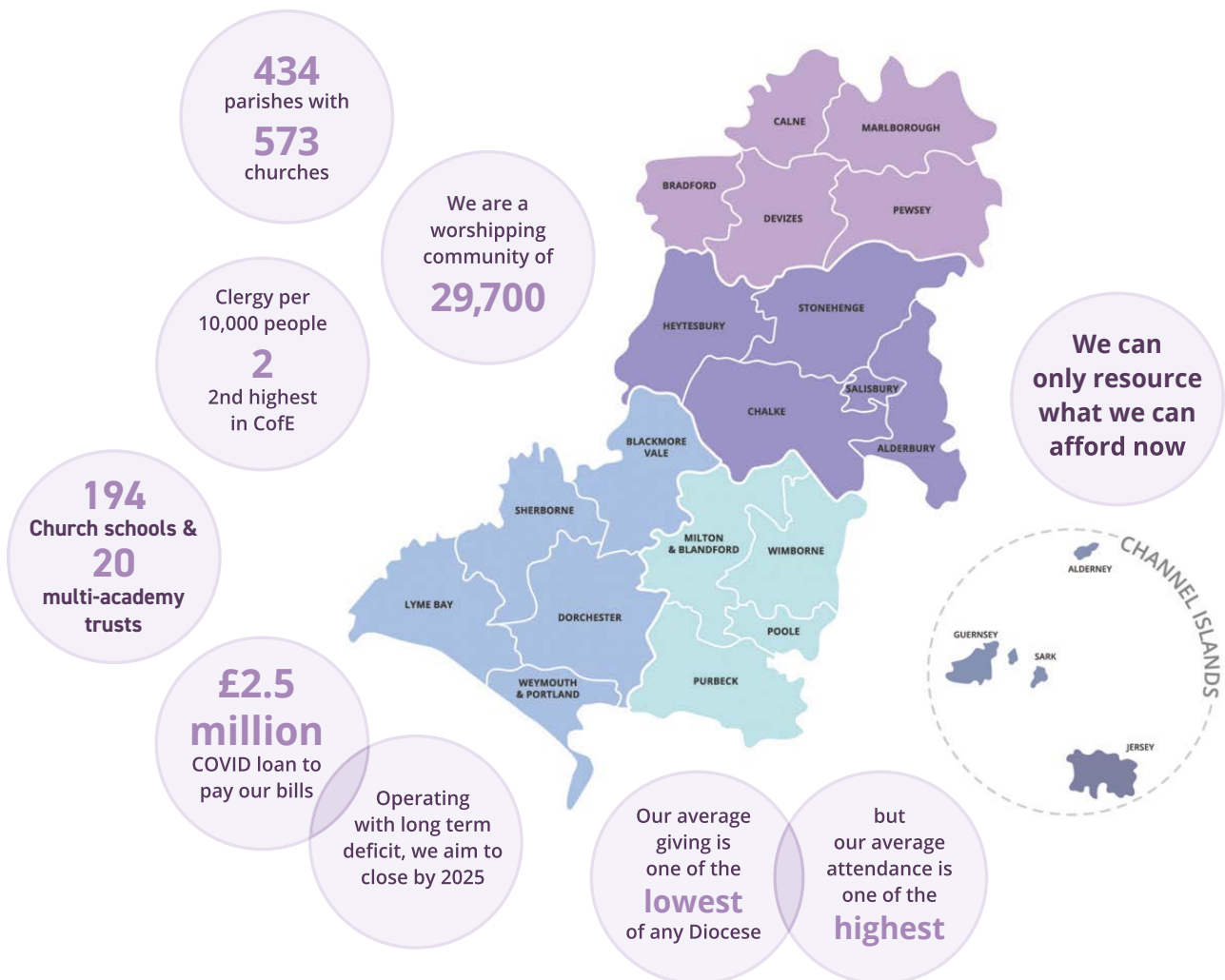
**diocese** *noun*  
: the territorial  
jurisdiction of a bishop



# WHO WE ARE

The Church of England is made up of 42 dioceses, including the Diocese of Salisbury. The Head of our diocese is the Bishop of Salisbury, the Right Reverend Stephen Lake, and our local team (consisting of ministers, professionals and volunteers) are responsible for the various aspects of the Church's work, including ministry, mission and education.

Our diocese is based within the ecclesiastical Province of Canterbury.



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# OUR MISSION

**Our primary mission is to promote the work and purpose of the Church of England in the Diocese of Salisbury. We do this by providing advice, training and support to the clergy and parishioners of our 434 parishes.**

We also run a series of social justice initiatives across the diocese, to respond to the needs of our local communities and the wider world.

Our priorities include:



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## THE ENVIRONMENT

Cutting the human effect on climate change is a vital part of our responsibility as Christians. We encourage and support our parishes to register with Eco Church - a national web-based survey (and agenda for action), which looks at a church's green 'credentials' in five areas: Worship and Teaching, Buildings, Land, Community engagement and Lifestyle.

As of March 2021, 115 of our parishes have registered. 32 have achieved bronze status, 7 silver, and 2 are gold-rated.



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## SANCTUARY

Part of our duty as Christians is to provide sanctuary for those in need. We do this by working with our parishioners to find suitable housing for refugee families, as part of the Syrian Resettlement Programme.



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## HUNGER AND POVERTY

Everyone should have access to food and no one should have to go to bed hungry. To that end, we're a member of End Hunger UK - a coalition of more than 40 national charities, frontline organisations, faith groups, academics and individuals working to end hunger and poverty in the UK.



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## MENTAL HEALTH

We promote good mental health and wellbeing among our diocese, and support parishioners suffering with anxiety, depression and other debilitating mental health conditions.



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## SOCIAL WELFARE FUND

We allocate grants of up to £500 for projects that promote Christian principles in human relationships and social morality within the Diocese of Salisbury.

# OUR PERSPECTIVE

The Diocese of Salisbury has a long history of connecting with the wider world, taking the message of God to those who need to hear it and bringing their stories back to share with our parishes.

## THE SUDAN'S LINK

Every diocese in the Church of England has a link with another diocese in the Anglican Communion. Since 1972, we have been linked with the Episcopal Church of Sudan, and since 2011, with the Episcopal Church of South Sudan. Our partnership is based on mutual respect and concern for one another.



## SUPPORT

We support our partner churches in a number of ways:



PRAYER



ADVOCACY



COMMUNICATION



DEANERY & PARISH LINKS



EDUCATION



GIVING OF OUR TIME & RESOURCES



MEDICAL

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## OUR PERSPECTIVE



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### SALISBURY CATHEDRAL

Salisbury Cathedral is a renowned national and international landmark that attracts visitors from around the world.

A unique environment of worship, residence and ministry, it is home not only to the Cathedral, but to Sarum College and The South Canonry, home of the Bishop of Salisbury. Our diocesan offices in Church House are also nearby.

The diocese works closely with the Cathedral to support the community, both spiritually and practically. During the pandemic, we collaborated with the Sarum South Primary Care network to host Salisbury's first large-scale vaccination centre, treating over 25,000 of our neighbours.

The sight and sound of local residents being vaccinated to the accompaniment of inspiring organ music captured the nation's imagination during the third lockdown, becoming a symbol of hope and resilience.

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### THE CHANNEL ISLANDS

In 2018, the Archbishop of Canterbury appointed a Commission on the relationship of the Channel Islands to the wider Church of England.

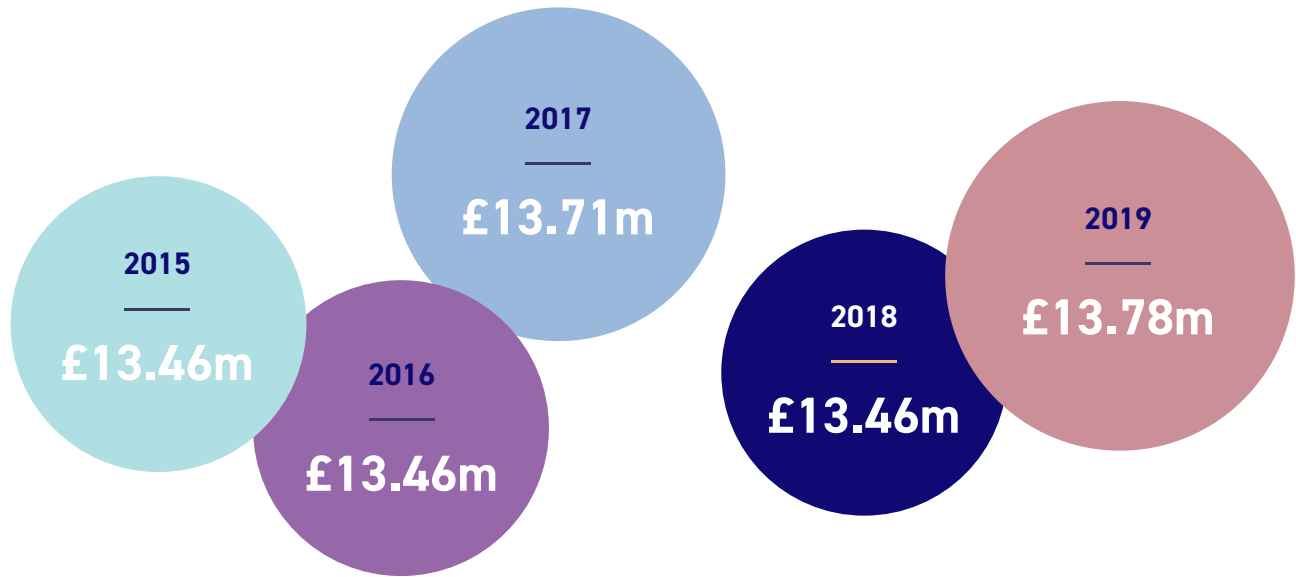
The report concluded that, for a number of reasons - from ease of transport links to episcopal capacity for oversight - the Channel Islands would be strengthened by a new relationship with the Diocese of Salisbury.

The Salisbury Diocesan Synod, along with the Guernsey and Jersey Deanery Synods, voted unanimously to accept the recommendations of the Archbishop.

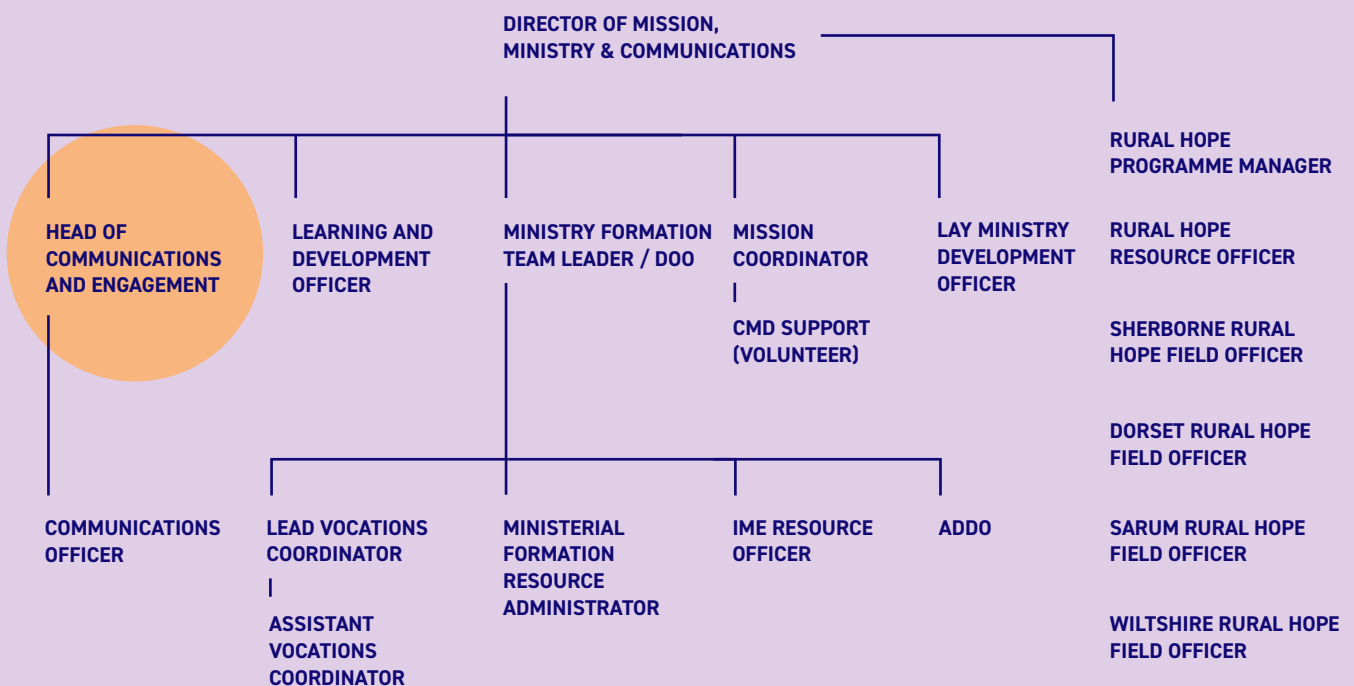
The move will increase the diocese's reach and the variety of experience within our parishes.



## OUR INCOME



## OUR TEAM



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# OUR PRIORITIES

**We have three key strategic aspirations over the next five years:**

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## THE WELFARE AND TRAINING OF OUR MINISTERS AND VOLUNTEERS

This is of paramount importance.

In many of our parishes, there are concerns around the sustainability of church buildings, ever-increasing running costs and general finances.

We want to ensure the financial burden doesn't affect the mental wellbeing of our clergy, parishioners and volunteers, by offering them specialised training and support, improving our parish support services, and streamlining our parish administration.



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## GET MORE PEOPLE INTO THE MINISTRY

A key aim is to resource and encourage the growth of vocations to lay and ordained ministry enabling a thriving Christian presence in every community in the diocese.

We will review and develop our approach to learning and formation; developing simpler pathways and opportunities, making the most of in-person and online training.



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## FINANCING THE FUTURE

The parish share (the amount of money that each parish is asked to contribute to keep the churches running) funds a fair amount of the work we do, but, in the light of COVID (and the growth of online worship), we need to explore other ways of raising money to meet the costs of ministry and mission.



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## THE ROLE

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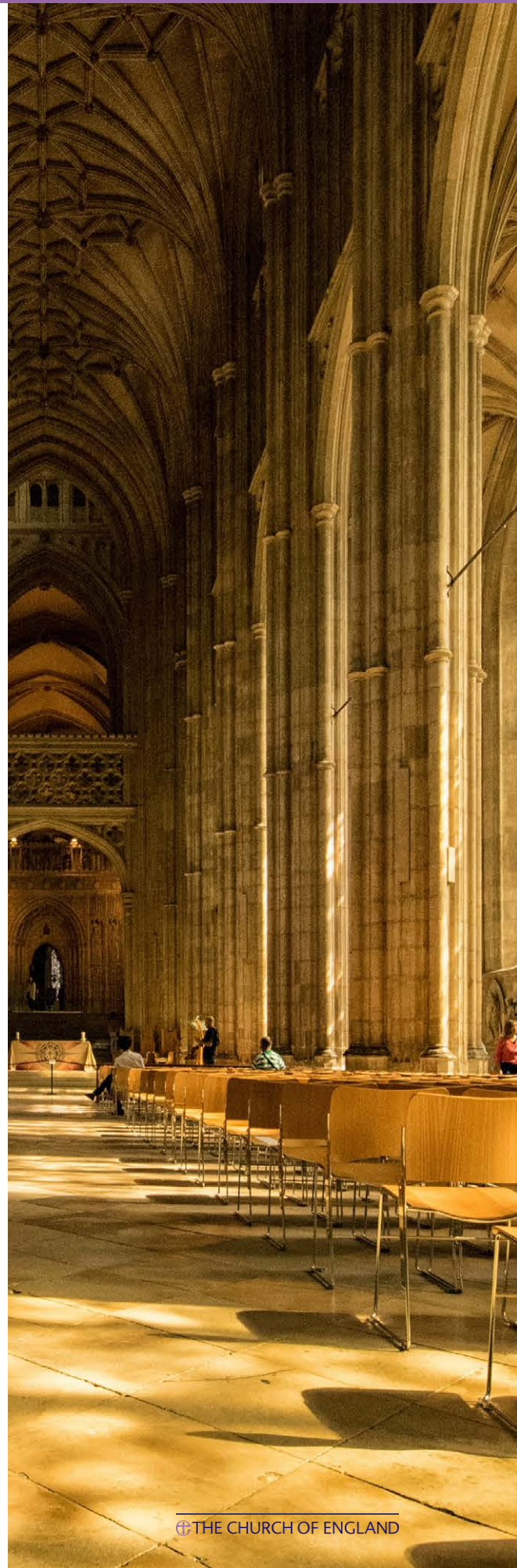
## BENEFITS

Pension:	<b>We offer a 15% non-contribution pension scheme</b>
Holiday:	<b>25 days, plus bank holidays</b>
Expenses:	<b>Will be covered at the agreed diocesan rates</b>

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## ADDITIONAL REQUIREMENTS

- We would like the postholder to be a practising Christian, who is sympathetic to the aims and ethos of the Church of England.
- A full, valid driving license (unless you have a disability as defined by the Equality Act 2010, which prevents you from driving.)



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## WHY WE'RE HIRING

You will be joining the diocese at an exciting time of evolution and change. Following a review of our communications strategy, we've identified a need to establish and develop a new culture of communications and engagement, to strike a more confident tone and build more reciprocal relationships with our audiences.

We want to move away from our current broadcast model, to one that engages our audiences in meaningful dialogue. To do this, we need to establish our identity and be confident about who we are, what we do and how we can help people in our local community and the wider world. We want to strike an invitational tone with our communications, to get people to engage and share their stories with us.

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## PURPOSE OF THE ROLE

The diocese sits in a gap between the local and national Church. We're looking for an experienced Communications professional to help us establish an identity of our own, so we can share our unique mission and purpose with confidence.

You will work closely with the newly appointed diocesan bishop (the Right Reverend Stephen Lake) and the senior leadership team to develop a brand-new communications and engagement strategy (both digital and non-digital) to enable us to strengthen connections with our parishes and reach out to new audiences.

This will be a wide-ranging, high-impact role, that will enable you to bring your creative energy, strategic insight, and missional mindset to transform our approach to communications and shape the presence of the Church of England across the diocese.



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## AIMS OF THE ROLE

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**DEVELOP, IMPLEMENT AND EVALUATE A MULTI PLATFORM COMMUNICATIONS AND ENGAGEMENT STRATEGY**

3

**MANAGE INTERNAL AND EXTERNAL COMMUNICATIONS AND PROVIDE COMMUNICATIONS ADVICE, CRISIS MANAGEMENT, MEDIA SUPPORT AND TRAINING**

2

**BRING A MISSIONAL MINDSET TO THE WORK AND DELIVERY OF COMMUNICATIONS THAT PROACTIVELY ENGAGES WITH PEOPLE WHO HAVE NO RELATIONSHIP WITH THE CHURCH**

4

**NETWORK WITH DIOCESES ACROSS THE SOUTH-WEST REGION, BUILDING ON OPPORTUNITIES FOR SHARING EXPERTISE AND COMMUNICATIONS ACROSS THE REGION**

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## KEY RESPONSIBILITIES

- Engage with the bishop and senior leadership team to develop, implement, and evaluate an audience-focused communication strategy, to support the vision and priorities of the diocese
- Encourage the development of high-quality and innovative digital content that engages and connects with those on the fringes of faith
- Measure, analyse and report back on the implementation of the communication and engagement strategy
- Demonstrate political awareness, sensitivity and good judgement in advising the bishops and senior leaders on appropriate media and communications actions and responses, ensuring the integrity of the diocese
- Ensure that safeguarding communication plans are effective and robust, in partnership with the Diocesan Safeguarding Advisor and Panel
- Take an active role in the planning of key diocesan events
- Manage and develop the new Communications Officer, integrating their skills and expertise and maximising their potential
- Build relationships with key editors and producers in regional TV, radio, and press organisations, and proactively field stories to progress the faith agenda
- Proactively build the profile of the new bishop across various communication platforms, including in-person events
- Build relationships with local and national stakeholders and represent the views of the diocese and the National Church on key themes and topics

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## WHO WE'RE LOOKING FOR

**Rather than reel off a long list of qualities and attributes, we've narrowed the person specification down to three key requirements:**



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### STRATEGIC RE-POSITIONER

An integral part of this role will be reimagining how we talk about ourselves and how we position that messaging within the market. We are very keen to speak with people who have successfully taken an organisation on a similar journey.



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### OMNI-CHANNEL OPERATOR

This role has an all-encompassing remit, so you will need to bring experience of both offline and online communications channels.



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### SENIOR INFLUENCER

You will be supported by a highly engaged senior leadership team, but this role will lead on a large programme of change. It will therefore be incredibly important to ensure you take everyone on the journey with you. We are looking for a collaborative influencer who can project calm during a period of change.

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## HOW TO APPLY

**This is a fantastic opportunity to make a real difference to hundreds of people across our diocese, and the wider community.**

We're keen to get started. If you like what you've read, please don't hesitate to apply.

Our partners at Bamboo Fundraising are managing the recruitment process and are on hand to make sure you have everything you need.

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## HERE'S WHAT TO DO NEXT

- 1 Read this document thoroughly to make sure it's the job for you.
- 2 Send your CV to **Bamboo Fundraising** and arrange a time to have a chat.  
[info@bamboofundraising.co.uk](mailto:info@bamboofundraising.co.uk)  
0203 750 3111
- 3 Submit your application.

