**Role Profile**

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| **Job Title** | Media and Engagement Officer |
| **Contract** | Permanent  |
| **Salary Band** | Band B £26,092 |
| **Hours** | 35 hours per week  |
| **Staff Team** | Media and Engagement  |
| **Reports to** | Senior Media and Engagement Officer |

 **Role Overview**

The Media and Engagement Officer plays a key role in supporting the way the Diocese, its officers, clergy and parishes communicate with communities across South and East Kent.

With 327 churches across 1,000 square miles and a population of 900,000 people, there are many stories to share about the positive impact the Church is making in people's lives. Whether in towns like Canterbury, Folkestone, and Ashford, or rural areas like the Weald and Romney Marsh, telling these stories in engaging and creative ways is essential to maintaining the Church’s relevance in today’s world.

You will assist in promoting the strategic work, life, and mission of the Diocese by helping to gather, create, and share stories across various platforms including video, social media, print publications, and digital channels. You will also contribute to maintaining and developing the Diocese’s digital profile by supporting content creation and curation.

In addition, you will handle media enquiries, ensuring timely responses where possible, and escalate more complex or sensitive issues to the Senior Media and Engagement Officer or Head of Media and Engagement as appropriate.

**Team Context**

Reporting to the Senior Media and Engagement Officer, you will play a key role in creating informative, engaging and inspiring communications to all our audiences. Your work will also support the strategic vision of the Diocese of Canterbury in partnership with the Strategic Programmes Manager and our deaneries.

**Key Responsibilities**

1. Support the work of the Media and Engagement team in the execution of a communications and engagement strategy for the Diocese, in particular, assisting with the design and delivery of programmes of work, initiatives and campaigns aligned to the Diocesan strategic visions.
2. Create, produce and distribute written, graphic design and film content.
3. With other team members, act as a first point of contact for print, broadcast and digital media enquiries triaging them and escalating to senior colleagues where required.
4. Support the Media and Engagement team with urgent/crisis communications where appropriate including drafting statements for senior approval.
5. Provide a first point of contact for our clergy, parishes and staff in support of their communications work including support with digital, video, social and traditional media.
6. Build excellent knowledge of, and relationships with, our parishes and staff teams to source a range of ‘good news’ stories and actively promote these through a range of relevant communications channels.
7. Ensure the Diocesan website meets the needs of our audiences by working collaboratively with colleagues to ensure the content is up to date with fresh, relevant content and by providing an analytical approach to web performance.
8. Maintain the social media presence of the diocese through engaging content creation, proactively spotting opportunities in social media communications, engaging with followers and responding to queries in a timely manner.
9. Lead on the production and distribution of newsletters and publications.
10. Ensure diocesan communications are accessible, engaging and consistent with our brand and the language used engages clergy and parishioners across all church traditions.
11. When required and appropriate, deputise for the Senior Communications and Engagement Officer.
12. Maintain a high degree of personal visibility around the diocese in order to build excellent relationships with clergy, parishioners, local communities, local leaders and media contacts.

**Contact with others:**

**Internal** All departments of Diocesan House, the Bishop’s Office, and Cathedral Offices

**External** Lambeth Palace, Clergy and Diocesan Officers, Deanery and Parish representatives

**Contract, Salary, and Benefits**

* Band B
* Permanent Contract
* 35-hour week\*
* Generous employer pensions contribution
* Generous life insurance
* 24 days annual leave + Christmas closure
* Central Canterbury location with free parking
* Birthday leave
* Volunteering Leave
* Wellbeing day per annum

*\*Due to the nature of this role, the post holder on a rota basis will need to be contactable outside of business hours to provide a first point of contact for media advice to senior clergy and diocesan officers, as well as handling media enquiries, escalating to senior team members where required.*

**Person Specification**

**Essential**

* Relevant professional or educational background
* Excellent written and verbal communication skills
* Dedicated to excellent customer service
* Ability to write engaging media content including news stories and press releases.
* Experience of managing and improving websites and social media platforms
* Experience of editing, proofreading and fact checking copy
* Creative, detail-oriented, and proactive in spotting trends with a good awareness of current affairs
* A flexible approach to changing priorities with the ability to work under pressure and to deadlines
* Experience of producing digital media, including video
* Ability to analyse social media performance and help implement the social media strategy.
* Ability to connect and engage with audiences from a range of backgrounds
* Excellent interpersonal skills with proven ability to work collaboratively with a range of stakeholders and respond positively to feedback
* Ability to exercise discretion in dealing with confidential or sensitive matters
* Able to find pragmatic solutions, seek improvements, and adapt to changing situations
* Willingness to attend events at different locations in the Diocese
* After a period of training, willingness to be on call one weekend a month and work occasional weekends and evenings with reasonable prior notice
* Able to work with moderate supervision, manage own workload and deputise for team members as appropriate
* Sympathy with our values and shows the ability to relate to church communities and volunteers from a variety of traditions
* Right to work in the United Kingdom

**Desirable**

* An active member of the Anglican Church, or a member of a church in sympathy for the traditions of the Church of England
* Experience of working with Canva and/or Adobe Creative Suite and/or Final Cut Pro (and other Apple Pro apps)

**Equalities and Diversity**

We understand the benefits of employing individuals from a range of backgrounds, with diverse cultures and talents. We aim to create a workforce that:

* values difference in others and respects the dignity and worth of each individual.
* reflects the diversity of the nation that the Church of England exists to serve.
* fosters a climate of creativity, tolerance and diversity that will help all staff to develop to their full potential.

We are committed to being an equal opportunities employer and ensuring that all employees, job applicants, those we serve and other persons with whom we help, and support are treated fairly and are not subjected to discrimination. We want to ensure that we not only observe the relevant legislation but also do whatever is necessary to provide genuine equality of opportunity. We expect all our employees to be treated and to treat others with respect. Our aim is to provide a working environment free from harassment, intimidation, or discrimination in any form which may affect the dignity of the individual.

**Standards of Behaviour and Conduct**

Staff are expected to always act with due consideration for others and in a manner befitting their position as employees of the Church and as professionals, whatever their job.

**Safeguarding**

All employees are required to adhere to legislation, guidance and recognised good practice in all aspects of Diocesan Safeguarding Policy <https://www.canterburydiocese.org/safeguarding>
If required by the post, the Post holder must have an up-to-date satisfactory Disclosure and Barring Service (DBS) clearance and undertake an appropriate level of Safeguarding Training. Failure to comply with the above or keep your training updated may delay your employment starting, or may trigger a disciplinary process and / or dismissal

**Data Protection and Security of Information**

The Post holder must act in compliance with data protection principles and GDPR in respecting the privacy of personal information held by Diocesan House and the Diocese.

The Post holder must comply with the principles of the Freedom of Information Act 2000 in relation to the management of Diocesan House records and information.

**Health and Safety**

The Post holder must perform their duties with full regard to the Diocesan Employee Handbook, including Equal Opportunities and Health & Safety.