

Director of Engagement

Job Description

Introduction

The Diocese of St Edmundsbury and Ipswich has 445 parishes, 16 Deaneries with 476 churches and around 120 stipendiary clergy. It serves about 631,000 people living in a geographical area of more than 1,400 square miles. The Diocese has a vision, "Growing in God" (GiG), which commits it to growth in number, depth, influence, and to grow younger. To ensure the financial sustainability and avoid the need for retrenchment this growth must also result in growth in giving and income.

Purpose and scope of role

This role will be instrumental in consolidating the identity, reputation and visibility of the Church of England in Suffolk and developing relationships/partnerships that enable our parishes to support the people and communities of Suffolk through its mission and ministry.

The scope of the Director of Engagement's role is to be accountable for engagement and relationship development with all those responsible for and affected by the actions of the senior Diocesan clergy (as part of Bishop's Staff) and the Diocesan Office, including:

- All levels of clergy
- Members of parishes, both congregant and non-congregant
- Existing and potential benefactors of the diocese
- Officers of neighbouring dioceses
- All other organisations who have a relationship with the Diocese, to include local authorities, Voluntary, Community, Faith and Social Enterprise (VCFSE) sector organisation's (VSCFE), Foundation Trusts, county institutions.
- Office based DBF teams

Key objectives

The role has five key objectives:

1. Together with the Diocesan Secretary, the Bishops, and the Chair of the DBF, the creation and implementation of an annually renewable communications plan, which focuses on:
 - a. The strategy of the Diocese, the background and purpose of our strategy (Growing in God, Financial Sustainability, Estates/Buildings).

- b. The activities and purpose of the Diocesan office and the (beneficial) impact the office has on clergy, parishes and the county as a whole.
 - c. The social, community, economic and wellbeing impact that the Diocese has on the county of Suffolk.
 - d. Fundraising and income generation from all sources in order to enhance the above objectives.
2. Together with the Diocesan Office, oversight of the creation and implementation of a digital and social media communications plan, which has the ability to reach all diocesan stakeholders.
3. Together with the relevant VCSFE's, the promotion of the Church buildings of Suffolk as heritage and tourist destinations.
4. Together with the Diocesan Secretary, the establishment of an outward looking, parish focused, positive and communicative organisational culture.
5. The establishment of enhanced working relationships with clergy and parish councils throughout the Diocese.

Reporting to: the Diocesan Secretary with a close working relationship with the Bishops and Chair of the DBF.

Line managing: Communications Manager and Assistant and fundraising resource (latter in development), working collaboratively with the Finance and Parish Resources teams.

Key relationships:

Internal: Bishops, archdeacons, directors, and colleagues within the DBF.

External: county leaders, VCSE leaders and other civic relationships e.g., NHS, local councils.

Responsibilities (delivered individually and through the Communications team, fundraising resource, and wider team):

To lead on external marketing, communications, and public relations:

- Strengthen the profile of the Church of England in Suffolk and its leaders through traditional, digital, and social media strategy, management (team/external agencies) and results analysis/ response.
- Lead and oversee delivery of the communications plan and strategy including forward-planned calendar and content themes, channel planning, audience profiling and setting objectives, KPIs and metrics for key areas such as the Growing in God, the Office support offering and Church Buildings.
- Present strategy and tactics to key internal relationships for input and approval.
- Complement and enhance the work in parishes, through parish and diocese collaboration, aligned with the diocesan vision of *flourishing congregations making a difference*.
- Develop campaigns to reach audiences outside the church, inspiring and encouraging them to engage with the activities of a local church or Christian group / investigate the Christian faith.
- Establish and embed a monitoring and evaluation and market research and insight function to both demonstrate the impact of our work and inform strategic decision making.
- Oversee response to media enquiries, crisis response, and proactive working with the media to raise the profile of the Church of England and its people in Suffolk.
- Plan, write and review compelling content and press releases.

Stakeholder relationships:

- Work with diocesan leadership to identify where the influence and strengths of the church can be used in collaboration with others to be of service in the county.
- Play an active role in ensuring the diocese engages actively across the county establishing strong networks of influence, including in the private, public, and not-for-profit sectors and ensuring that the appropriate person from the diocese is participating.
- Play an active role in building key external stakeholders' understanding of, and trust in, the church, its strengths, and values (open, welcoming and invitational to all), to develop partnerships where appropriate.
- In the context of local need and diocesan objectives, collate and share the knowledge, planned, and delivered actions and outcomes that emerge from such relationships with key internal relationships.

Internal communications:

- Maintain and build upon existing information resources and communications channels ensuring recipients understand and use support available.
- Build parish digital capacity including social media understanding and active presence.
- Ensure that internal communications are aligned with and supporting the realisation of the vision in the diocese and the programme of change. Aligned to this, supporting the establishment of an outward looking, parish focused, positive and communicative organisational culture.

Fundraising and income generation:

To support the activities to develop:

- funding partnerships involving the church, discerning, with Bishop’s Staff, on which opportunities to focus the finite resources of the Diocese.
- Ensure that relationships with key grant funders and donors are appropriately developed, nurtured, and managed.

Other

- Member of the senior management team.
- Attendance at key meetings – Bishop’s Staff, Diocesan Synod
- Any other project or work as deemed reasonable.

Person specification

Qualifications skills, attributes, and experience

Essential	Desirable
Qualifications	
<ul style="list-style-type: none">• Degree educated	<ul style="list-style-type: none">• Marketing/Communications qualification
Experience	
<ul style="list-style-type: none">• Experience of leading an effective and successful Marketing and Communications team, with responsibility for directing, marketing and communications and partnerships• Experience of developing senior-level external relationships and securing the highest-level advocacy, including developing and harnessing strong networks across multiple stakeholder groups• Understanding of stakeholder engagement, in particular in the context of a large team of volunteers• Experience of leading, motivating and managing teams with the ability to promote a culture of continuous improvement and externally facing.• Knowledge and passion for data and insights• Strong, multi-platform including digital communications, marketing and planning skills.• Experience of public campaign design, development, and implementation, with	<ul style="list-style-type: none">• Fundraising and/or income generation, including creating and communicating fundraising asks/campaigns.

<p>evidence of its role in inspiring audiences and shifting mindsets</p> <ul style="list-style-type: none"> • Significant experience of media relations, crisis & responsive communications. 	
<p>Skills, attributes, and aptitude</p>	
<ul style="list-style-type: none"> • Comfortable working both at a strategic and more tactical level • An instinct for building networks, developing connections, and seizing opportunities. • Self-motivated and results focused. • An ability to work within an organisation that does not have a well-developed culture or understanding of external communications or fundraising, and to work with people to build understanding and gain support for plans. • To source, tell, share, and exploit good news within the Diocese on a range of platforms/channels. • Excellent interpersonal skills. • Inspires confidence and promotes shared values that underpin the ethos of the DBF. • Inspires others, is visible, adaptive, authentic and engenders trust. • Creates a positive team environment. • The gravitas and credibility to influence both within and beyond the organisation. 	<ul style="list-style-type: none"> • An ability to take complex information and messages and shape it to connect with external audiences. • A strong empathy with people from all walks of life with an ability to inspire them to join and support the work of the church. • Strong diplomatic and negotiating skills and an ability to manage competing priorities and interests. • The ability to work well under pressure and take a considered, measured position.
<p><i>Work-Related Personal Qualities</i></p>	
<ul style="list-style-type: none"> • Enthusiasm, empathetic and understanding of the mission and ministry of the Church of England. • A personality who enjoys dealing with members of the Church at all levels. 	

GENERAL INFORMATION

Salary	The salary is between £46,400 to £50,400 for up to 4 days (£58,000 to £63,000 full time), dependant on experience.
Term	Permanent
Pension provision	If eligible, Membership of the Church of England Pension Builder 2014 Scheme following completion of probation period.
Hours of work	Part time up to 28 hours per week. TOIL (time off in lieu) is applicable for evening and weekend working to be agreed with line manager.
Holidays	25 days paid leave (pro-rata) in addition to the usual public holidays plus Discretionary days at Easter and Christmas
Probationary Period	Six months during which time progress is regularly reviewed and the period may be extended.
Notice period	During probation 2 weeks and thereafter 3 months.
Place of work	The postholder will be based at the Diocesan Offices in Ipswich.

NOTES: The current main duties and responsibilities of this post are outlined in the job description. The list is not meant to be exhaustive. The need for flexibility, shared accountability and team working is required. The post-holder is expected to carry out other related duties that are within the employees' skills and abilities, commensurate with the post's banding and whenever reasonably instructed.

Application packs available from: Diocese of St Edmundsbury & Ipswich Website [Vacancies - Diocese of St Edmundsbury and Ipswich \(cofesuffolk.org\)](http://Vacancies - Diocese of St Edmundsbury and Ipswich (cofesuffolk.org))

Please note: Applications will only be accepted on our DBF application forms. Please do not apply directly from online jobsites or send CVs.

Applications marked 'Confidential Application' to be sent to:

[email - HR@cofesuffolk.org](mailto:HR@cofesuffolk.org) or by post to Diocesan Office, St Nicholas Centre, 4 Cutler Street, Ipswich IP1 1UQ.

Closing Date for Applications: 19th January 2024 at 5pm

Interview Date: 26th January 2024.