

# COMMUNICATIONS PROJECT MANAGER

## Job Description

Responsible to:	Head of Communications & Engagement
Main Purpose:	As part of the Communications & Engagement Team, to deliver storytelling and PR content as part of the wider comms & engagement strategy and with particular scope around the diocesan 2025 bid for national funding.
Hours:	21 hours per week/3 days per week/0.6
Salary:	£44,427 pro rata, approx. £26,656 for part-time hours
Terms:	Fixed Term 9-month fixed term with potential of extending

## Responsibilities and Purpose

1. To deliver PR and storytelling work as part of our wider comms & engagement strategy and particularly in relation to the 2025 bid for national funding, including the researching and writing about projects and initiatives happening around the diocese and in our parishes, chaplaincies and schools.
2. Working closely with the Strategic Development team and the Bishop's Staff team to identify stories and examples of good ministerial practice and creative ideas that can be communicated with our wider diocesan community, fostering a culture of information and ideas sharing across the diocese.
3. Being part of wider strategic conversations to consider methods and approaches for how the diocese can effectively communicate information about the Bid process and how benefices can engage with it.
4. Liaising and developing relationships with our parishes and schools in order to organise visits and keep lines of communication open to be informed of potential stories, as well as being a positive listening presence at parish and diocesan events.
5. Obtaining quotes, photo and video content when necessary to support storytelling work and editing videos for posting online as appropriate.

6. Developing positive engagement with media outlets in order to place positive stories, particularly in relation to the 2025 Bid, as well as drafting and sending press releases, to celebrate the work of the diocese and its communities with a wider public audience.
7. Supporting the Head of Communications in managing crisis/reactive PR as appropriate by helping advise and draft statements and communicating with journalists.
8. Helping to deliver media training to senior leaders in the diocese, including clergy and staff, to equip them to communicate key messages in both a positive and crisis PR settings.

### General

1. To play an active part as a member of the Comms Team including covering for others and deputising for the Head of Communications when required.
2. To undertake other tasks as may reasonably be required by the Head of Communications and Diocesan Secretary.

## Person specification

### Education and qualifications

1. Educated to at least degree level or equivalent is essential, a relevant post-graduate qualification, for instance, journalism, media studies, public relations and/or evidence of continuing professional development is desirable.
2. An excellent level of English is essential.
3. It will be a requirement of the appointment that Safeguarding Training (level to be determined) is completed along with:
  - a. Equality and Diversity and related modules.
  - b. GDPR
  - c. Fire Safety Awareness
  - d. DSE for Home workers/office workers
  - e. First Aid refreshers
  - f. Office Health and Safety

### Background and Experience

4. Successful track record of journalism and storytelling work within an established media and PR environment, with experience researching and travelling to obtain stories.
5. Experience of both positive and crisis PR in a journalism or communications setting.
6. Some experience with audio, photography, video editing for multi-channel use.
7. Familiarity with graphic design tools such as Adobe Creative Suite or other editing tools.
8. Experience of working within, or alongside, the Church of England or another Christian charity or mission organisation desirable.

## Skills and Personal Competencies

9. Writing and editing: The ability to write creatively in a range of styles and contexts, with strong attention to detail, grammar and spelling.
10. Digital content editing: the ability to edit photo and video content for multi-channel use such as social media and websites.
11. Planning, researching and organising: The ability to conduct independent research and take in a range of information, think things through logically and plan workload accordingly.
12. Prioritisation and managing under pressure: Makes timely decisions about priorities, managing a diverse workload, and working to deadlines across concurrent projects.
13. Building Relationships: The ability to build rapport and maintain long term relationships with key stakeholders such as clergy, parish officer, the bishop's staff team and the strategic development team.
14. Initiative and Taking Ownership: Takes on responsibility and accountability for tasks and actions.
15. Collaborative Team Working: The willingness to act as part of a team and work towards achieving team goals and outcomes.
16. Effective Communication: The ability to communicate well and put across your thoughts and ideas through a variety of communication methods.
17. Administration: Managing office correspondence, document and record keeping, basic finance, information search and organisation of tasks.
18. IT skills: Use of Microsoft Office/Office 365 applications.
19. Data Protection and GDPR: A sound understanding of how DP & GDPR applies to the work of the role and how it needs to be managed within the context of the role.

## Other

20. To be effective in this role the role holder will be required to understand the Christian context of the work to be done. To communicate this effectively and authentically to others the role holder will need to connect through using words that resonate well with others.
21. The role holder will need to not only have empathy for and supportive of, the work of the Church of England as well as the mission, ministry and priorities of the Diocese, but also have an excellent level of emotional intelligence.
22. Current driving licence and access to a vehicle.
23. Confidential and able to handle sensitive information.

**This job description and person specification is not an exhaustive list of tasks and responsibilities.**

## NOTES

The following general principles should be noted:

- This role will be based at The Diocesan Office, Old Alresford Place, Alresford, Hampshire, SO249DH. Please note that there are no public transport links to Old Alresford. It is anticipated that some home working may be available/necessary.
- The role is fixed term for 9-months with a potential of extending, subject to funding and the role holder having completed a satisfactory probation period. This role is subject to a 3-month probation period.
- The role is part-time 21 hours per week (0.6), there will be an agreed normal pattern of working days.
- There will be some evening and weekend working and this will be considered part of the contracted hours. The role requires a flexible approach to how working hours are delivered according to the needs of the work, there will be some evening and weekend work. The role holder will manage their own hours in agreement with their line manager. The role holder will regularly work some core office hours which are Monday – Friday of each week, 9.00 am to 5.00 pm this includes an unpaid lunch break of an hour each day.
- The role will require some travel about the diocese, sometimes outside usual business hours and to locations that are not served by public transport. The role holder will need to have access to their own transport and appropriate business use vehicle insurance.
- It is anticipated that some home working may be available, once the post holder has learnt the role.
- The role is offered on the basis of the role holder having a right to work in the UK.
- The employer will be The Winchester Diocesan Board of Finance. As such the role is under the leadership of the Diocesan Secretary and Chief Operating Officer. WDBF policies and procedures are directly applicable to the role. WDBF Employee Terms and Conditions apply.

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JD Agreed JL/SMB 4 July 2025