



THE CHURCH  
OF ENGLAND  

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BIRMINGHAM

## Candidate Brief

Brief for the position of  
Director of Communications  
Church of England, Diocese of Birmingham  
May 2011



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## Introduction

Birmingham is the UK's second city with the youngest urban population in one of the most lively and diverse regions. The Diocese of Birmingham, founded in 1905, is one of 44 dioceses in the Church of England. It covers an area of nearly 300 square miles, and includes parishes in the West Midlands including Birmingham and parts of Solihull, Sandwell, Warwickshire and Worcestershire.

There are 188 Church of England churches and worship centres with an average Sunday attendance of 14,000 from a population of 1.3 million.

Around 165 paid priests, together with additional self-supporting ministers, offer spiritual and pastoral care in the parishes, together with retired clergy, readers, local ministry teams & other non-ordained ministers.

The 9th Bishop of Birmingham, The Rt Revd David Urquhart, was welcomed to Birmingham in November 2006. He leads the Church of England across the diocese and has formed a team of senior staff.

The Bishop shares his Episcopal oversight with the Suffragan Bishop of Aston, The Rt Revd Andrew Watson.

In the heart of the city, Birmingham Cathedral, dedicated to St Philip, is led by the Dean, The Very Revd Catherine Ogle. It has been a place of Christian worship since 1715 and was designed by the English Baroque architect, Thomas Archer.

The Diocese is divided into two pastoral administrative areas led by the Archdeacon of Aston (The Ven Dr Brian Russell) and the Archdeacon of Birmingham (The Ven Hayward Osborne). Each of these areas contains a number of Deaneries, or groups of parishes.

Church House in Harborne, led by the Secretary, Andrew Halstead, acts as a resource centre supporting the parishes of the Diocese and their communities. This support includes:

- Growing churches at the heart of each community
- Development of Priests, Priests-in-training and church goers
- Work with children, young people and in Church schools
- Work place and community regeneration projects
- Care of Church buildings and property
- Encouraging regular giving
- Communications
- Governance, Finance and Investments

## Transforming Church

Transforming Church is an initiative of the Diocese of Birmingham which seeks to grow churches at the heart of each community.



Each parish is invited to explore **Seven Areas of Transformation** to develop the church's mission in a way that is appropriate and achievable:

Transforming Worship:

Drawing us into the presence of the Living God

Transforming Relationships:

Finding healing, encouragement and challenge through our life together

Transforming Discipleship:

Enabling us to grow as confident followers of Jesus

Transforming Leadership:

Releasing and harnessing the gifts of all God's people

Transforming Presence:

Living out God's love in our communities and the wider world

Transforming Outreach

Leading others to believe in Jesus and belong to his Body

Transforming Partnerships:

Working together with people of goodwill to see God's purposes fulfilled



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Each parish is invited to work towards **Ten Diocesan Goals** to make the church grow larger, younger, deeper and wider:

- To grow the number of adults, young people and children within the worshipping Christian community year on year.
- To make the most of opportunities presented by the occasional offices, the church calendar and invitational events such as Back to Church Sunday.
- To develop an understanding of communications in every parish, promoting a church that is visible, welcoming and accessible.
- To develop a spiritually-enriching children's and youth ministry in every parish and church school, encouraging clustering where appropriate.
- To ensure that a Christian Basics course of some kind is offered in every parish at least once a year.
- To implement in every parish an appropriate strategy for making confident, prayerful disciples in their daily life.
- To encourage an increasing number of worshipping Christians to take tithing seriously, and to give at least 5% of their income to the local church.
- To increase the range and spiritual fruitfulness of partnerships and community initiatives across the Diocese.
- To increase the number of leaders of all ages, and drawn from every ethnic group, who are trained and deployed in the church and wider community.
- To encourage every parish community to think through the challenges of relating constructively to those of other faiths.

To help with the transforming process a Consultant has been appointed to journey with each church, to offer a fresh perspective and to facilitate discussion.

### **Communications Department**

The Communications Department has been without a leader since the middle of 2010. This role has now been broadened to include not just media relations and publications, but also PR, brand identity, marketing, online media, internal communications, training and parish promotion.

## The Role

**Reports to:** Diocesan Secretary

**Line reports:** Currently two: Publications Officer, Projects Officer

### Job description

#### Overall role purpose

- The Director of Communications will be responsible for managing the whole culture of Diocesan communications, both internal and external, and will encourage high-quality communication at every level.
- The Director of Communications will seek to gain widespread and positive media coverage of stories concerning the Bishops of Birmingham and Aston and the daily witness of the clergy and laity of the Diocese.
- The Director of Communications will promote knowledge and understanding of the Gospel and of the activities, structures and workings of the Diocese and the Church of England to church members and the wider public.

### Key accountabilities

#### External Communications

##### Strategy

To develop and annually review a Communications Strategy for the diocese which should:

- Promote the communication of the Gospel and the work of the Diocese
- Support the implementation of the agreed aims and objectives of the Diocese to carry forward its vision through initiatives, campaigns, programmes and events.
- Ensure the impact of potentially negative publicity is handled professionally
- Encourage good communications practice in all aspects of diocesan life
- Build a communications team of excellence, respected for its professionalism and specialist expertise and advice.

### Press and Media Relations

- To act as Press Officer for the Bishop of Birmingham, ensuring a high profile role through engagement with the media to contribute to the civic life of the region and nation.
- When appropriate, to be the official spokesperson for the Diocese.
- To be available to advise Bishop of Aston, Archdeacons, diocesan staff and parishes in their dealings with the media, stepping in to handle situations where this is appropriate.
- To be responsible for the preparation and release of statements to the media, handling press conferences and photocalls and managing press and broadcast interviews and other media contacts.
- To keep media contacts up to date and foster good relationships with journalists in an effort to ensure that the Diocese of Birmingham and the Church of England are better understood.
- To monitor and distribute media stories which concern the church, its parishes and schools to relevant colleagues and respond appropriately.
- To keep abreast of developments in the media and advise on appropriate strategies for a Diocesan response.

### Public Relations

- To advise on PR strategy and take advantage of PR opportunities.
- To develop a emergency action plan to handle stories that may prove damaging to the reputation of the diocese and arrange training for those who might be called to implement it.
- To develop the use of advertising where appropriate.

### Online media

- To establish, manage and edit diocesan web site content
- To formulate a strategy and manage diocese interaction with social media.
- To build and maintain a wide contact database across the diocese to facilitate personal communication from diocese or parish through email, mobile phone, online media and social networks.

### Publications

- To advise on all diocesan publications and mailings, including mission magazines and prayer diaries.

## Internal Communications

### Internal messages

- To explore and evaluate communications activities, opportunities and needs at parish, deanery and diocesan levels.
- To develop a network of communications within the diocese which enhances mutual understanding and respect.
- To advise diocesan synod, councils, boards, committees, departments and office staff on communications issues.
- To edit the regular mailing / bulletin sent to clergy and other parish officials.
- To advise on all material published by the diocese with a view to ensuring that it is of an appropriate quality and conforms to agreed standards of design and visual identity.
- The Director of Communications will seek to discern gifted communications practitioners within the diocese and encourage and co-ordinate their wider use in diocesan communications.

### Parish Promotion

- To advise and provide resources for deaneries and parishes on all aspects of parish communications, including weekly leaflets, monthly magazines, notice boards and web sites, arranging regular training events to encourage good practice.
- To develop an understanding of communications in every deanery and parish, promoting a church that is visible, welcoming and accessible.

### Training

- To advise the diocese on all aspects of media training.
- To develop a media training strategy to ensure that all diocesan spokespersons, local clergy and other church officers receive training relevant to their needs.

### Liaison

- To establish good partnership relationships with all diocesan, parish and church schools personnel and to attend Diocesan Synod and meetings of other relevant diocesan bodies as appropriate or when requested.
- To co-ordinate media relations with the Cathedral.
- To co-operate with other ecumenical press officers locally.
- To keep in close touch with the Communications Office in London and other communications colleagues in the regional grouping.

### **Professional Development**

- The Director of Communications should stay abreast and reflect on developments in the fast moving world of communications and be committed to a programme of continuous professional development.
- The Director of Communications should also take advantage of opportunities for personal development and networking through Continuous Professional Development Days and training events and the Annual Conference organised by the Communications Office in London.

### **Budget**

- The Director of Communications will be responsible for the monitoring and control of financial resources under the Communications budget.
- The Director of Communications will be responsible for producing an annual report detailing the communications objectives, programmes and measurement of performance against those objectives.

## The Individual

### Overview

The post is open to Christian men or women, ordained or lay, with a commitment to spreading the Good News of Jesus Christ afresh in each generation, alongside a lifestyle consonant with Christian values. A Genuine Occupational Requirement under the Employment and Equality (Religion and Belief) Regulation 2003 applies to this post.

The person appointed will need to own and drive a car, be willing to work evenings and weekends and be prepared to be away from home for residential events. The Director of Communications must be on call to respond quickly to emergencies.

The Director of Communications will be someone who:

- has a deep understanding of the workings of the media
- a natural people networker
- can think like a journalist
- can rapidly grasp and understand a situation
- negotiate and obtain the commitment of others
- has professional copy writing skills
- is computer literate with a good understanding
- has excellent presentation skills
- has the ability to work to difficult deadlines
- is trustworthy with mature judgment and able to maintain confidentiality
- is quick thinking
- is sympathetic, calm under pressure with a sense of humour.

It is also desirable that Director of Communications will have:

- a good knowledge of the workings of the Church of England and respect for different churches and faith traditions
- extensive experience in a senior executive communications role
- a willingness to enthuse and engage with a variety of teams
- a commitment to new learning



## Terms and Conditions

### Salary

The annual salary for a lay Director of Communications is c. £40,000.

An ordained Director of Communications will be paid a regional residentiary canon's stipend (£24590 in 2011/12) plus a housing allowance.

The role is subject to three months' notice on either side.

### Hours of Work

A normal working week is 35 hours from 0900 hrs to 1715 hrs Monday to Thursday and from 0900 hrs to 1600 on Friday with 1 hour for lunch. However the post will involve substantial evening and weekend work and the person appointed will need to develop a flexible working pattern within the overall hours.

### Holidays

Annual leave is 25 days plus Public Holidays, Maundy Thursday, Ascension Day and an extra day between Christmas and New Year. Members of staff may be required to work during part of the Easter or Christmas holidays to deal with urgent matters. Any person so required will be granted leave in lieu.

### Location

The Director of Communications will be based at Church House, Harborne, Birmingham, but will be expected to travel widely throughout the diocese and occasionally further afield. A contribution to necessary relocation expenses may be available by negotiation.

### Travel Expenses

Business car mileage will be reimbursed at the prevailing diocesan rate. A facility to help purchase a car is available, currently at 5% per annum over a 4 year loan period, up to a maximum of half the National Minimum Stipend (In 2011/12 this amounts to half of £21370=£10685)

### Pension

A lay Director of Communications may join the Church Workers Pensions Fund (Defined Contribution Scheme) into which the Diocesan Board of Finance will contribute 12% of salary per annum. The Director of Communications may make additional contributions up to a maximum of 5% of salary per annum which the Birmingham Diocesan Board of Finance will match with additional contributions. Thus the total contributions of employer and employee could be 22% of salary per annum. An ordained Director of Communications will be a member of the Church of England Pensions Scheme.

## How to Apply

Birmingham Diocesan Board of Finance is an equal opportunities employer and would welcome applications from a fully diverse range of candidates, regardless of age, gender, marital status, colour, race, ethnicity, sexual orientation, faith or disability.

In accordance with the Disability Discriminations Act of 1995, reasonable adjustments will be made to the requirements of the post to accommodate a suitable candidate with a disability.

To apply candidates should send the following:

- Letter of application highlighting your motivation for the post and relevant experience
- Up to date curriculum vitae
- Details of current remuneration
- Names and contact details for two referees (referees will not be contacted until final interview stage)

Applications should be sent by email, quoting the reference BDBF/0511A, to: [ag@cjagroup.com](mailto:ag@cjagroup.com) This is the preferred method of application.

Or you can apply by post to:

Adam Gray  
CJA Recruitment Solutions  
2 London Wall Buildings  
London Wall  
London  
EC2M 5UX

Please quote reference: **BDBF/0511A**

Closing date: Tuesday 31<sup>st</sup> May 2011

For a confidential discussion about the role, please contact:  
Trish Beck on +44 (0)121 426 0402