



**JOB TITLE:** Digital Communications Officer  
**EMPLOYER:** Peterborough Diocesan Board of Finance  
**DEPARTMENT:** Communications  
**LINE MANAGER:** Diocesan Secretary  
**ACCOUNTABLE TO:** Diocesan Secretary  
**RESPONSIBLE FOR:** Communications Assistant (x2 part time)

### **THE CONTEXT, OPPORTUNITIES AND CHALLENGES OF THIS ROLE**

The Diocese of Peterborough is a living, growing network of churches, chaplaincies and schools covering Northamptonshire, the part of Cambridgeshire formerly known as the Soke of Peterborough (i.e. the area of the present day city of Peterborough north of the river Nene) and the County of Rutland. Its total population is c917,000

We want all of our staff and parishes to be able to communicate well. The small communications team will deliver exceptional communications and public relations work on behalf of the whole Diocese.

Working as part of a close-knit team, the Communications Officer oversees all digital and social media content for the Diocese. S/he ensures digital best practice (writing for different channels, search engine optimisation, user journeys and appropriate use of analytics). S/he is accountable for ensuring all digital content is accurate, and appropriate for the target audience.

During the first 6 months of the post, the Communications Officer will help the Diocese finalise and fully exploit our transition to a new web content management platform. We anticipate this role will suit an enthusiastic recent graduate or someone looking for a role after time spent in internship.

### **Job Purpose**

This role will be responsible for ensuring our communications function is fit for purpose in the 21<sup>st</sup> Century. The Communications Officer will provide expert oversight and hands on delivery of content across all digital channels.

### **Responsibilities**

- Ownership of diocesan website content creation.
- Edit and approve content developed by third parties to ensure compliance with Style guide and diocese editorial standards
- Develop and implement comms strategy as part of wider diocesan strategy and goals
- Delivery of content across all diocesan digital channels (Website, Email, Social Media, Newsletter)
- Monitor and understand analytics from google and other sources and use results to guide campaigns and web design.
- Training for other departments to support content creation for diocesan website

### **Person Specification**

	Essential	Desirable	Tested
<b>Qualifications</b>			
Degree Level Qualification in communications, journalism or digital communications and multimedia. (or equivalent experience obtained over a number of years)	x		A
<b>Experience</b>			
Good Organisational and planning skills, and able to work unsupervised.	x		AI
Strong communication skills both written and verbal	x		AI
Strong team player.	x		I

	Essential	Desirable	Tested
Ability to manage multiple projects and deliver on time.	x		I
Copyright and Content Creation Skills using modern content management tools.	x		I
Proof reading and editing skills	x		AI
Knowledge of Search Engine Optimisation		x	AI
Ability to build good relationships with internal stakeholders.	x		I
Experience of image creation and editing.	x		I
Well defined attention to detail.	x		AI
Familiarity with common social media platforms.	x		I
Skilled in Microsoft Office tools.	X		AI
Evidenced understanding of the obligations under the Equality Act 2010, and the Data Protection Act 2018.	x		I
It is not a requirement that the post-holder be a practicing member of the Church of England but s/he must be able to understand and support the Diocese's Christian ethos and vision.	X		I
Must hold a current full clean driving licence.	X		A

**Other Details.**

In line with many other organisations, the Diocese is currently operating a 'working from home' policy. This will be subject to review and your place of work is likely to be defined as the Peterborough Diocesan Office, with travel throughout the diocese as and when required.

The Diocese of Peterborough is committed to safeguarding and promoting the welfare of children and young people. Staff are subject to an enhanced DBS (Disclosure and Barring Service) check.

**Terms and Conditions**

Salary: £25k p.a.

Pension 10% non-contributory pension

Hours: 35 hours per week

Holidays: 25 days per year plus Public Holidays and Christmas / New Year closure

Probationary Period of 6 months