

Head of Communication and Creative

JUBILEE HOUSE

Diocese of Southwell & Nottingham



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VISION

The Diocese has a vision of Living Hope for the city, towns and villages of Nottinghamshire and beyond and is committed to its mission of Growing Disciples of Christ with Compassion, Confidence of Courage. A key aspect of that vision is the articulation of 7 Areas of Focus which healthy churches attend to: Inspiring Worship, Reaching Younger, Enhancing Diversity, Growing Leaders, Enabling Commitment, Encouraging Generosity and Nurturing Prayer. [Watch our vision video here.](#)

JOB PURPOSE

As part of the Discipleship & Ministry Team, the Head of Communications and Creative is responsible for managing diocesan communications and implementing the communication strategy. They will provide leadership and direction to the Communication Team and help deliver communications that are creative, proactive, engaging and missional. Through their role they will support the Bishop's Core Team to develop and evolve our communications both external and internal, ensuring all developments align with our wider strategy and mission as a diocese.



JOB PROFILE

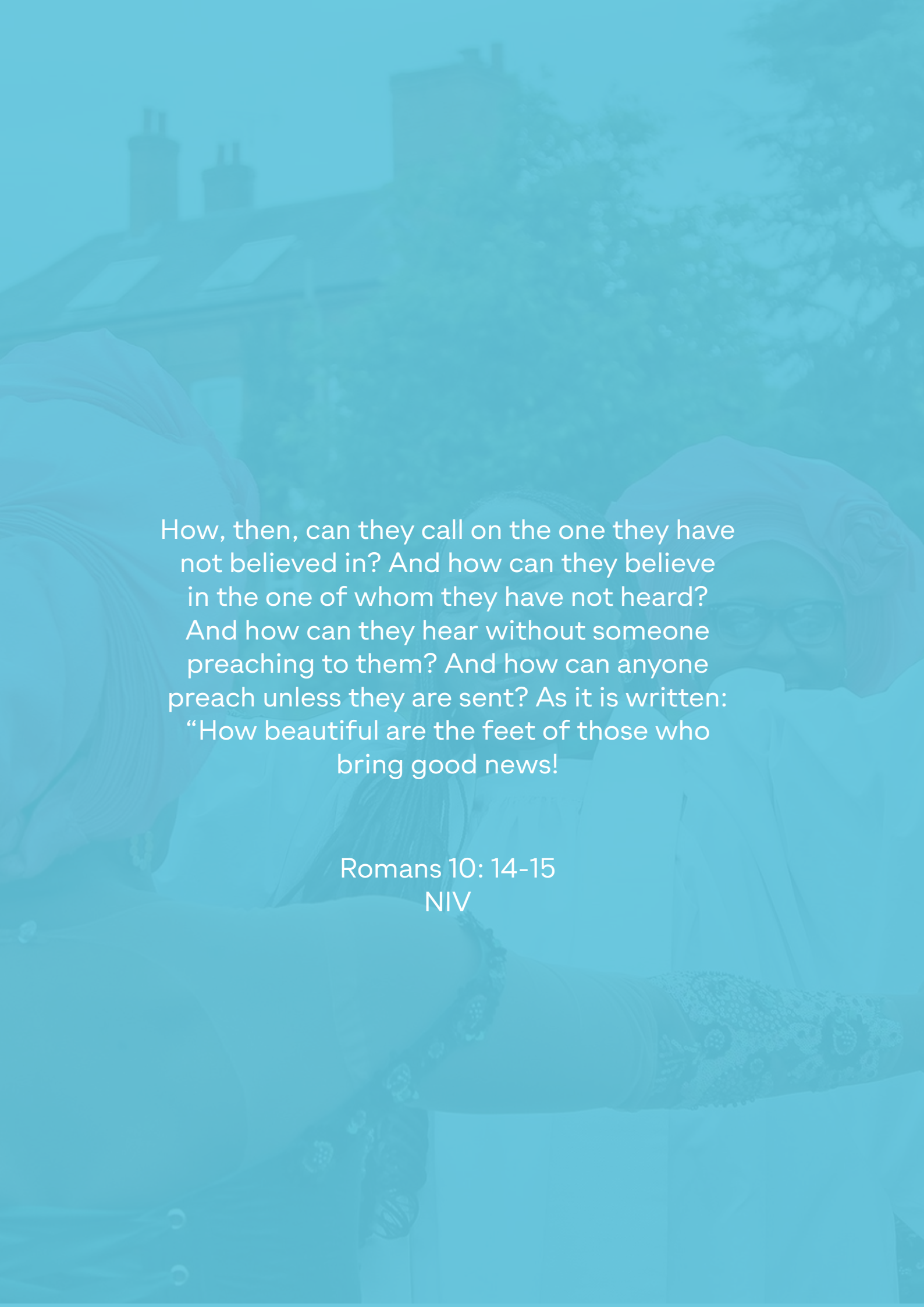
Title	Head of Communications & Creative
Reports to	Director of Discipleship & Ministry (Discipleship & Ministry Team)
Management Responsibility for	Communication & Resources Manager Parish Communications Enabler
Location	Jubilee House, Southwell
Basis of employment	Full Time 35 Hours
DBS check required? (Yes/No)	Yes
Date written/updated	September 2025

WORKING RELATIONSHIPS (BOTH EXTERNAL & INTERNAL)

- Oversee and manage the communication team as well as contributing to the wider Discipleship and Ministry Team and other central teams
- Build and maintain collaborative relationships with all diocesan personnel including Bishop's office, finance, education, safeguarding, project management office and others
- Develop strong relationships with our churches to capture stories and testimonies for wider communication through diocesan channels
- Build engaging relationships with national Comms Teams and regional diocesan contacts
- Work with Clarke PR, our retained press and media advisors, to develop strong relationships with regional media

MANAGEMENT RESPONSIBILITY

- Manage the Communication and Resources Manager whose role is to lead on the development of strategic resources across the diocese (they manage the Digital Communication Officer).
- Manage the Parish Communications Enabler, a new nationally funded role designed to focus specifically on supporting churches with their communication needs.



How, then, can they call on the one they have not believed in? And how can they believe in the one of whom they have not heard? And how can they hear without someone preaching to them? And how can anyone preach unless they are sent? As it is written: “How beautiful are the feet of those who bring good news!

Romans 10: 14-15
NIV

PRINCIPAL TASKS

- Lead on the implementation of the diocesan Communications Strategy, developing creative comms plans to ensure that all communications align with the diocese vision, mission and 7 areas of focus.
- Oversee and manage the annual communications budget, ensuring optimal resource allocation to achieve strategic goals.
- Create, sustain and promote consistent branding across all media channels, documentation and other promotional material
- Create and implement creative ideas and approaches to develop content, stories, videos, images and messages that truly connect and are relevant, inspiring, engaging and accurate across print, social media and website channels.
- Apply discerning editorial control to all diocesan content, designs and communications using informed judgment on style, language, and consistency across all channels.
- Utilise insights and engagements to deepen the relationship with our existing audience and to grow this further
- Build digital media platforms, generating interest in stories and developing positive and engaging collaborations, including being the first point of contact for the diocese in relation to any media enquiries
- Help clergy and key lay leaders develop local communications strategies and operational plans to serve the rich diversity of our churches and communities through training, advice and ongoing support
- Lead by example in design, production and development with creative projects
- Liaise closely with central teams including Discipleship and Ministry, Finance, Education, Project Management Office and Safeguarding to promote their key objectives within the overall diocesan strategic vision
- Apply discerning editorial control to all diocesan communications using informed judgment on appropriateness, placement, language, and consistency across all channels.
- Utilise insights and engagements to deepen the relationship with our existing audience and to grow this further
- Ensure the correct systems, software and processes are in place in the Diocese for effective communication both internally and externally
- Oversee the ongoing development of the diocesan website and learning hub to ensure the user journey through the site is consistently engaging.
- Manage work with external agencies for video, web, design or print services
- Pioneer creative communication projects and initiatives that champion the vision and mission of the Diocese.

OTHER DUTIES

- Provide support on creative projects that stretch beyond the scope of 'traditional comms'
- Pro-actively work with parish teams to support their communication aims.
- Provide regular updates to the Director of Discipleship and Ministry on performance of all communication activities, developing helpful KPIs
- Work collaboratively with the Church of England national communications team to ensure wider resources, insights and campaigns are optimised; also with the appointed third party PR Advisors to ensure the Diocese is well represented with external partners and the media.



PERSON SPECIFICATION

EXPERIENCE AND QUALIFICATIONS

- Relevant degree or equivalent level experience
- Minimum of 3 years at a senior level in marketing and developing/implementing digital communications strategies (ideally within a charity or religious organisation)
- Experience of marketing and/or promoting an organisation across different communication channels
- Experience of managing a communications team within a professional environment

Desirable

- Proficient in Adobe Creative Cloud Software
- Experience in video production
- Theological interest or study
- Knowledge or expertise in AI systems and developments

COMPETENCIES

- Creative skills that are evident in previous projects or work
- Ability to exercise judgement on what stories, content and messaging best help to embed and communicate the vision and mission of the Diocese
- Understanding of the diocesan context and how to promote the core message of Growing Disciples of Christ
- Ability to relate well at all levels to develop effective relationships both internally and externally
- Strong leadership skills to motivate a team to deliver key objectives
- Ability to work at pace whilst managing conflicting demands, changing priorities and tight deadlines

CORE SKILLS

- A skilled communicator able to relate their professional aptitude with their Christian faith
- Ability to oversee video production and content development
- Ability to teach and train others in areas of communication
- Excellent written communication and confident use of social media and digital communication with excellent language, grammar and writing skills
- Proven editorial skills of proofreading, attention to detail, accuracy and consistency
- Overseeing websites, reviewing content, and monitoring site performance
- Track record of delivering distinctive social media campaigns and driving improved results across all social media channels
- Creative and innovative in developing communication channels, content and reach
- Strong empathy with the aims, ethos and beliefs of the Christian faith and the vision and strategy of the Church or England
- Creative and innovative in developing communication channels, content and reach
- Is passionate about the aims, ethos and beliefs of the Christian faith and the vision and strategy of the Church or England

TERMS OF EMPLOYMENT

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Work pattern	Standard working hours are 35 hours per week. Flexible working essential according to the needs of the role and responsibilities
Salary	£48,920 – 51,949
Holiday	25 days per annum plus 8 bank holidays and 5 discretionary days
Probation	6 months
Special Conditions	There is a genuine occupational requirement for the post holder to be a committed Christian in the Anglican tradition or another member denomination of Churches Together in England or a member of the Evangelical Alliance.

For an informal conversation, please contact Martin Cooper, Chief Executive, via ce@southwell.anglican.org

The Diocesan Board of Finance intends to review job descriptions annually as part of the staff review process, to ensure that they relate to the role as then being performed or to incorporate whatever reasonable changes that have occurred over time or are being proposed. This review will be carried out by the line manager in consultation with the post-holder before any changes are implemented. The post-holder is expected to participate fully in such discussions and implementation.

September 2025



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