

# DIOCESE OF SALFORD

<b>Job Title:</b>	<b>Cathedral Communications Officer</b>		
<b>Department:</b>	Department for Communications		
<b>Responsible to:</b>	Communication Manager		
<b>Location:</b>	Cathedral Centre, Salford.	<b>Travel Required:</b>	None
<b>Level/Salary Range:</b>	£25,000 - £30,000 per annum (pro rata)	<b>Position Type:</b>	12-month fixed term contract, (initial 6 months' probation).
<b>Hours of Work:</b>	21 hours with some evening and weekend work required	<b>Holidays</b>	25 days pro rata per annum plus UK bank holidays. In addition the Diocese has 5 closure days per annum (4 over the Christmas period and 1 day Maundy Thursday).

## Job Purpose

The purpose of the role is to support the Cathedral Parish in telling the story of the Cathedral, past, present and future in a busy, dynamic environment. You will contribute to the implementation of the wider diocesan communications strategy.

**The role will assist with a variety of external and internal communications supporting the work of the Cathedral. You will understand and be sympathetic to the work of the Catholic Church, be passionate about supporting the work of the diocese and strengthening social action in line with the social teaching of the Church.**

## Job Description

- Write releases, articles and statements as directed by the Communication Manager;
- Help secure regional and local media coverage for the Cathedral and associated events;
- Attend and report on events including taking high quality photographs and distilling key messages;
- Create social media campaigns and run the social media channels for the Cathedral on a day to day basis, responding to queries as necessary;
- Lead on the promotion of events of the Cathedral
- Lead on the design and prepare promotional materials for the Cathedral;
- Editing and publication of content on the Cathedral website
- Produce a weekly parish newsletter
- Produce a quarterly cathedral publication
- Monitor press coverage;

- Proactively encourage the establishment and development of a culture of storytelling and sharing of good practice within the Cathedral Parish
- Assist with the implementation of an annual communication strategy for the Cathedral, including long- and short-term goals and key messaging, maintaining consistent language and terminology across all media
- Assist with development and implementation of annual and monthly communications calendars, horizon scanning to maximise events to promote the work of the Cathedral
- Assist with the development and implementation of specific communication action plans for major projects and events. Always think cross-platform and develop integrated campaigns.
- Assist with the development of an annual fundraising strategy.
- Support the implementation of policies and procedures across the Diocese, collaborating with other Departments where necessary (i.e. including social media, photography and appropriate use of the diocesan brand).
- Keep up to date on best practice within the sector and changes to relevant legislation, codes of practice and digital innovation;
- Keep up to date on relevant issues/policies affecting the diocese and the Church;
- Work with other teams internally to maintain mailing lists and databases in accordance with data protection legislation;
- Undertake all administrative work generated by the post;
- Undertake any other duties commensurate with the role.

### **Person Specification**

#### **Essential**

- Educated to degree level.
- Sympathy for the mission and values of the Diocese of Salford.
- Knowledge of Roman Catholic Church structures
- Excellent verbal and written communication skills, with a proven ability to write in a variety of styles, depending on audience.
- Experience in creating effective communications material, including press releases;
- Experience in creating content for social media channels;
- An ability to communicate effectively with a broad range of people and to build positive working relationships;
- Ability to work independently and as part of a team;
- Demonstrable ability to maintain appropriate confidentiality;
- Ability to work and engage with volunteers;
- Demonstrable ability to solve problems;
- Good time-management skills;
- Ability to prioritise effectively and work to deadlines;
- Good IT skills, particularly Microsoft Office applications;
- Good administrative skills

**Desirable**

- Understanding of data protection laws, GDPR and the role of safeguarding vulnerable groups to the role of communications.
- Skills in graphic design, video editing and web publishing software.

**References and reports**

- Two professional references will be required.
- References will confirm professional and personal knowledge, skills and abilities as referred to above.
- This position is subject to an Enhanced Disclosure by the Disclosure and Barring Service.

Compiled By:	Communications Manager	Date:	7.10.19
Reviewed By:	HR	Date:	February 2020

I accept and agree with the details contained in this job description.

Signed by Employee:		Date:	
Signed by Employer:		Date:	

I hereby declare that I have received and understood the procedures on how to deal with allegations or concerns of abuse and will comply with the Church's Safeguarding Policies and Procedures which can be accessed via <https://www.csas.uk.net/procedures-manual/>

Print Name:		Date:	
Signature:		Department /Parish:	

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