

## **DIOCESE OF PETERBOROUGH**

### **Communications and Marketing Assistant**

#### **Background**

The Diocese of Peterborough consists primarily of the Counties of Northamptonshire and Rutland, and the part of Cambridgeshire formerly known as the Soke of Peterborough, that is the City of Peterborough north of the River Nene. It covers an area of about 1,200 square miles with a population of approximately 800,000 people. Peterborough is at the northeastern edge of the diocese, which then spreads some 70 miles to the southwest. The main centres of population are Northampton, Peterborough, Kettering, Wellingborough and Corby. In addition there are a number of smaller towns, including Daventry, Towcester, Oakham, Brackley and Rushden. The countryside is mainly gentle rolling hills with a large number of small village communities.

There are two Archdeaconries, Northampton and Oakham, each with six deaneries. There are 351 parishes and 383 churches with approximately 150 stipendiary and 45 non-stipendiary clergy.

Peterborough Cathedral is the mother church of the Diocese and its ministry extends across the city and the diocese. It is the seat of the Bishop of Peterborough, the Right Reverend Donald Allister. Located in the heart of the city, the Cathedral is the venue for major civic and diocesan services as well as for concerts, exhibitions, festivals and other special events. It is the burial place of Katharine of Aragon and a major visitor destination for the city, attracting around 55,000 visitors a year.

The Diocesan Office is housed in a wing of the Bishop's Palace in the close of the Cathedral. Approximately 15 full and part-time staff work in the office. Other diocesan staff work in Bouverie Court, the Diocesan Resources and Conference Centre on the edge of Northampton.

The need to ensure that scarce resources are utilised effectively means that opportunities to streamline services are constantly under review. To this end, closer relationships are being forged between the officers and boards and committees of the diocese and the Cathedral.

An opportunity has now arisen to enhance our communications team.

# JOB DESCRIPTION

## Purpose

Acting in accordance with the Diocesan priorities of church unity and growth, and the Cathedral's ambition to promote wonder, celebrate faith, take risks in the service of Christ, the purpose of this job is twofold:

- To maintain and enhance channels of communication between the episcopal and administrative centre of the Diocese of Peterborough and its constituent parish churches.
- To strengthen and develop marketing activities, particularly with respect to Peterborough Cathedral, so that the audience for events and services increases and financial targets can be met.

## Key relationships

Line Manager:

The Communications and Marketing Assistant reports to the Cathedral Communications Manager.

They will be in regular consultation with the Diocesan Secretary, the Bishop's Office and Diocesan Officers at Bouverie Court in Northampton.

They will work as part of a team with the Communications and Design Assistant and part-time Communications Assistant, who assist in aspects of the production and distribution of Diocesan communications.

They will also be in regular consultation with members of the Cathedral staff involved in events, venue hire and visiting.

## Principal duties include:

1. Compiling the monthly **Parish Magazine Resource**, reminding contributors, choosing topics in consultation with diocesan officers, writing articles, finding photographs. In collaboration with the Communications and Design Assistant, overseeing the layout, production and distribution in line with agreed deadlines.
2. Researching and adding parish stories to the **online Cross Keys** magazine at least once a fortnight.
3. Compiling and editing **PDN** (Peterborough Diocesan Newsletter) to provide relevant and timely information to parish ministers and officers via MailChimp, at least once every two months.
4. Compiling copy and images for the termly/quarterly **Cathedral Events & Services Guide**, liaising with designer and organising print to agreed deadlines and budgets.
5. In consultation with the Bishop's Office and diocesan officers, compiling, writing and editing an annual printed edition of **Cross Keys magazine**, and overseeing its

production and distribution within agreed budgets.

6. Identifying **key diocesan events**, for example the Ministers Conference in November 2017, the annual Bishop's Bible Day (March 2018), and the Starburst children's work conference (May 2018), and providing marketing support via social media, as well as reporting during and after the event as agreed with organisers. This might involve social media, written articles, photography, audio and video.
7. Maintaining an editorial overview of the **diocesan website and assisting with Cathedral website updates**, proposing improvements as necessary, under the direction of the Communications Manager.
8. Managing and developing the Diocesan **social media presence** and contributing to the Cathedral's social media **by creating relevant and engaging content**.
9. Assisting the Communications Manager in the creation and delivery of **marketing plans** for different Cathedral audiences.
10. Assisting the Communications Manager with press, media and other promotional activities, by producing **video, audio and photography** as appropriate.
11. Assisting in the production and analysis of **marketing data**, eg web and social media analytics, market research.
12. Administrative duties as required, for example financial records. Other duties as required by the Bishops' Office or the Diocesan Secretary.
13. Participation in staff annual appraisal scheme.

## Place of work

The postholder will be based in the Diocesan Office in Peterborough where a Mac computer and Adobe Creative Suite are available, but will also have the use of a PC and hot-desk in the Cathedral Office.

## Hours of work

### General Terms of Appointment

Employer	Peterborough Diocesan Board of Finance
Salary	£20,000 per annum
Probationary Period	The appointment will be subject to a satisfactory six months initial period

Hours of Work	A basic working week of 35 hours, 9 am to 5 pm, Monday to Friday. The person appointed will, however, be expected to be flexible and, in particular, attend a number of meetings outside of normal office hours.
Holidays	25 days per year plus Bank Holidays and three concessionary days at Christmas. The basic entitlement increases to 30 days after ten years' service
Pension	Non-contributory Scheme with the Church of England Defined Contributions Scheme for Church Workers.
Notice period	Three months

## More information

Please visit:

[www.peterborough-diocese.org.uk](http://www.peterborough-diocese.org.uk)  
<https://www.facebook.com/peterboroughdiocese>  
<https://twitter.com/Peterborodio/>

[www.peterborough-cathedral.org.uk](http://www.peterborough-cathedral.org.uk)  
<https://www.facebook.com/PeterboroughCathedral>  
<https://twitter.com/pborocathedral>  
[https://www.instagram.com/peterborough\\_cathedral/](https://www.instagram.com/peterborough_cathedral/)

## PERSON SPECIFICATION

### Qualifications

	Essential	Desirable
A recent degree level qualification in a communications related subject		X
Educated to A level standard	X	
A level standard qualification in English		X

### Skills and experience

	Essential	Desirable
Ability to write clear, concise and accurate English for a variety of purposes	X	
Attention to detail and fact checking	X	
Producing short audio and video communications	X	
Ability to prioritize, organize time and work to deadlines	X	
Effective use of social media to develop an audience	X	
Working knowledge of Adobe Creative Suite	X	
Ability to take photographs for journalistic purposes	X	
Understanding of working in a Church setting		X
Understanding of marketing for a visitor attraction		X

### Personal Attributes

	Essential	Desirable
A collaborative approach and the ability to work as part of a team	X	
Ability to communicate well with a wide variety of people	X	
Self-motivated, enthusiastic and willing to share ideas	X	
Ability to listen, exercise discretion and respect confidentiality	X	
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 and Cathedral's Christian ethos and vision	X	
All employees of the Diocese are required to abide by the Safeguarding policy. The post will be offered subject to a DBS check.	X	