

# Diocese of Nottingham



# Director of Communications Job Application Pack



Please submit applications by email, using the Diocesan Application Form, to: [office@dioceseofnottingham.uk](mailto:office@dioceseofnottingham.uk) by midnight on **Monday 22 June 2020**.



# Roman Catholic Diocese of Nottingham

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## Director of Communications Recruitment Information Pack



Welcome from Bishop Patrick McKinney,  
Chair of Nottingham Roman Catholic Diocesan Trustees

Thank you very much for your interest in the new role of Director of Communications for the Diocese of Nottingham. This is a key appointment to develop and manage communications both within our Diocese and externally, promoting the work and mission of the Church.

Over the past four years that I have been Bishop I have seen much inspiring and very positive missionary work taking place in our Diocesan Parishes, Chaplaincies and Schools. There is clearly the potential for our Diocese to become more and more outward-looking and missionary in its sense of purpose and direction.

How will this happen? By ensuring that we have a strong spiritual foundation for all we seek to do across the Diocese because, as the psalmist reminds us, "unless the Lord build the house, in vain do its builders labour" (Ps. 127).

I have begun promoting the three spiritual themes of Encounter, Discipleship and Missionary Discipleship in all our Schools, Chaplaincies and Parishes. These themes remind us of what Jesus asks of his disciples, "Go, make disciples of all nations"; as a Diocese we are called to be missionary, so it is essential that new and better ways of assisting parishes and parish clergy to understand, communicate and engage with this missionary imperative are developed.

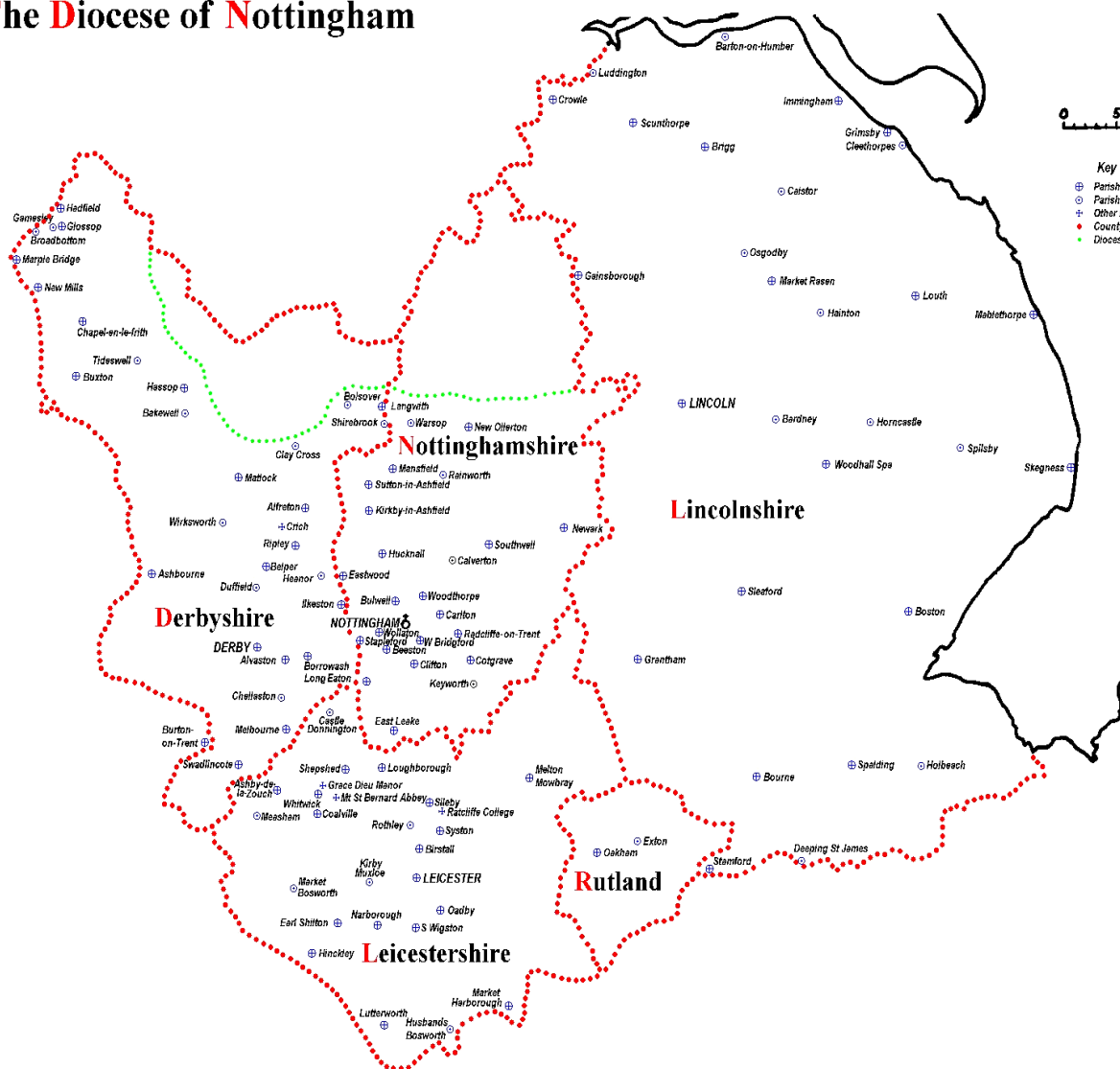
The person we seek, therefore, needs to have a passion for the mission of the Catholic Church, and experience of successfully driving change in a communications context. A collaborative and creative influencer, this experienced communications professional will have the strategic awareness and operational expertise to enable our Diocese and its Parishes and Chaplaincies to become the effective communicators we need to be, to raise awareness and understanding of our Christian mission and work, and the saving message and joy of Jesus Christ

If this sounds like you, then please review the recruitment pack and submit an application to join us. Thank you once again for your interest.

+ Patrick

Rt Rev Patrick McKinney  
Bishop of Nottingham

# The Diocese of Nottingham



The Diocese of Nottingham covers a large geographical area covering Lincolnshire, Leicestershire, Rutland, most of Derbyshire and Nottinghamshire and parts of Cheshire and Staffordshire, making it the largest in the country. It is varied in its demography as it encompasses one of the most ethnically diverse cities in the country, Leicester, and some of the most rural territory, Lincolnshire, with its villages and market towns. Consequently, the people of the diocese come from all backgrounds imaginable, giving the diocese a rich and varied life.

We are led by Bishop Patrick McKinney and have 122 priests and 57 deacons, including those who are in active ministry, retired, working here or elsewhere. They serve 107 parishes and 87 primary and secondary schools. Over any given weekend, there are approximately 30,000 people attending Mass in the diocese. We would, of course, like to see even more active, committed and confident adult lay witnesses of Christ in our Diocese, serving him in their everyday lives.

# Roman Catholic Diocese of Nottingham: Job Description

## Diocese Communications Director

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**Job title:** Diocese Communications Director (a new permanent full-time appointment).

**Date of appointment:** Summer 2020.

**Purpose of role:** To lead the development and implementation of increasingly effective communications across the Diocese through development and delivery of the Diocesan Communications Strategy, ensuring successful promotion of the Diocesan Vision and Mission and the three themes of Encounter, Discipleship and Missionary Discipleship.

**Based at:** Bishop's House (or other Diocesan Curial Offices) in Nottingham as required, with regular travel around the Diocese and elsewhere in the UK, and occasionally overseas.

**Contract:** Nominal hours are 37½ hours per week. Out of hours will be necessary on occasions. Overtime will not be paid.

**Salary:** £45-£50 thousand p.a. (depending upon experience)

**Line Manager:** Bishop of Nottingham: Functional supervisor; objective-setting  
(subject to review) Chief Operating Officer: HR and administrative matters; appraisal

Main responsibilities	Standards expected/How achievement will be measured
Lead the development and implementation of effective communications across the Diocese and externally. Oversee the establishment of a Diocesan Communications architecture/structure. As required, act directly as a Diocesan spokesperson, presenting and defending the Catholic Church, its Faith and its Teaching in the media.	Excellent communication: thoughts and ideas on the Catholic Church and faith conveyed with conviction, sensitivity and hope; clearly, confidently, credibly and persuasively; through a range of communication methods; to a variety of faith and non-faith audiences. Operating as the representative of the Bishop regarding communications, personify the Diocesan communications Strategy and Objective.
Working with the Bishop, develop and implement a Diocesan Communications Strategy that clearly and consistently transmits the Diocesan mission and communications objectives of Encounter, Discipleship and Missionary Discipleship Write the Diocesan Communications Plan (including Crisis and 24/7 components)	The Mission and Communications Objectives will be clear and understood throughout the Diocese. A draft of the Diocesan Communications Plan to be written, then reviewed and accepted by the Bishop and Trustees within 6 months of appointment.
Working with the Bishop manage development, promotion and use of Diocesan branding and image in all internal and external communications across the Diocese.	Branding and image policies are understood across the Diocese Evidence of consistency and compliance.
Lead establishment of a Diocesan Communications Group to develop and foster development of media content for Diocesan use, internally and externally.	Evidence of content creation and exchange of news, articles and other information promoting Diocesan objectives using the website, social media and a Diocesan e-newsletter etc.
Lead and develop a wider Communications Network across the Diocese	Provide training and model resources for Parishes, helping them to develop effective local communications.
Oversee and improve the management of Diocesan Internal Communications	Regular dialogue with the Bishop, Bishop's Office, Vicars General, Episcopal Vicars and the Chief Operating Officer.

<b>Main responsibilities</b>	<b>Standards expected/How achievement will be measured</b>
Develop formal and regular cross-vicariate work and challenge any silo-working culture	Communications Director is seen to be acting as a bridge and honest broker.
Collaborate closely with the Diocesan Safeguarding officer on all safeguarding issues	Ensure clear communication on safeguarding matters and timely action following all standard protocols.
Work with the Deaneries, Parishes, and Chaplaincies in Schools, Universities, Hospitals and Prisons to ensure high quality communications are created and maintained Facilitate provision of communications resources across the Diocese, in particular through electronic media.	Communications Objectives conveyed with impact and authority; Colleagues supported in translating these meaningfully at a local level. Evidence of more effective provision and use of electronic media and other resources.
Look at ways of developing and enhancing Diocesan and Parish 'live-streaming' events and increasing use of video-conferencing and similar technologies to bring people together and closer to the Church, especially in rural areas.	Increasing online presence via live-streamed Masses, events and programmes. Technologies used effectively for communications within and between parishes, parish groups and clergy.
Oversee and manage the Diocesan Website and provide editorial oversight. Line management responsibility for any website staff (employees or volunteers) Advise Parishes on the development and maintenance of Parish Websites.	Diocesan and Parish Websites are continually improved and updated Performance metrics and objectives agreed and relevant reports produced on a regular basis and as required.
Oversee and improve the management of Diocesan External Communications. Provide support for the Bishop in his media presence; advise and prepare the Bishop for radio/TV/journalist interviews Develop 'lines to be taken' on all external media issues and oversee all formal communications, such as press releases	External media opportunities agreed with the Bishop and his Office Effective relationships developed with key local media across the Diocese, (especially local BBC TV and radio, commercial radio stations and larger newspapers) and nationally as required. Focal point of advice for clergy approached by local or national media.
Promote the work of the Bishops' Conference and the wider Church in relation to the Diocese.	Productive relationship with the Conference Communications Office/ Catholic Communications Network Full and active role with the network of Diocesan Communications Officers.
Participate in performance appraisal process and undertake any learning & training identified	Engagement is positive, collaborative, receptive, cooperative and responsive.

Specific duties and responsibilities may vary from time to time. This will not change the general character of the Duties and Responsibilities of the role.

#### **Key Internal Contacts:**

- The Bishop of Nottingham
- Trustees
- Council of Priests
- Priests (especially Deans and Parish Priests), Deacons & Religious
- Parish lay leaders, employees, and volunteers
- COO
- Senior Officers of the Curia
- Diocesan Commissions & Services

**Key External Contacts:**

- Bishops' Conference
- Communications Officers of other Dioceses
- Catholic Press
- Regional Media (especially local BBC TV & Radio and major local newspapers)

**Experience and qualifications required for role:**

- Experienced media professional (or journalist)
- Recent leadership of communications in a dispersed organisation.
- Degree level or equivalent professional qualification.

**Essential**

- Communications strategy development and implementation
- Communications change management
- Ability to influence and communicate at all levels, both written and verbal
- Ability to use diplomacy and sensitivity when necessary
- Love of the Catholic Church
- Creative and imaginative
- Strong line management skills
- Ability to lead an effective team and to enable them to reach their full potential
- Good organiser able to work to deadlines and prioritise workload
- Understanding of copyright, data protection and safeguarding in the context of communications
- Communications technologies experience, including infrastructure, intranet, and websites.
- Experience of using social media to facilitate internal and external organisational communications

**Desirable**

- Understanding of departmental budget management
- Understanding of diocesan structures and parishes
- Experience of working in a sizable charity
- Experience of working in or with a faith-based organisation

**Personal attributes:**

- Baptised, practicing Catholic.
- Valid Driving licence

**Way of working:** Close contact with key individuals. Regular travel throughout the Diocese meeting all-comers involved in Diocese Communications.

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This post carries a genuine occupational requirement for a practising Catholic in full communion with the Church (in accordance with the Equality Act 2010) and will be subject to a clear enhanced DBS check and safe recruitment process.