



## THE PRESBYTERY OF GLASGOW JOB DESCRIPTION

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<b>Title of Post:</b>	Communications Officer
<b>Responsible to:</b>	Presbytery Clerk
<b>Date:</b>	February 2021
<b>Term:</b>	Initial contract 18 months, renewable pending further funding
<b>Main Purpose of post:</b>	Engage with internal and external audiences to raise the profile of the Church by maximising positive publicity, while dealing effectively with a range of communications requirements to support the activities of the life of the church within the Presbytery of Glasgow.

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### MAIN DUTIES

- Develop and implement a communications strategy for Glasgow Presbytery, in conjunction with the Business Committee and Stewardship and Finance committee and with reference to all other Presbytery committees.
- Actively develop good relationships with the Lord Provost's office, Glasgow Churches Together and the Archdiocese of Glasgow to encourage connections between civic and religious life.
- Using a variety of mediums, generate 'good news stories' and other editorial copy to support the mission of the Presbytery of Glasgow, liaising with journalists to secure media coverage.
- Monitoring Press Coverage of references to the Presbytery in all forms and contexts and measuring the effectiveness of communications by identifying benchmarks for engagement and reporting on results such as; views, comments, likes, shares, sentiment and responses.
- Work collaboratively across the Presbytery to identify and secure copy, and be responsible for the development and production of a regular E-Bulletin, creating and encouraging two way communications and develop engagement strategies that improve the flow of Presbytery information and improve overall communication throughout Presbytery.
- Provide advice and guidance on media coverage for events and emerging issues/crises, and respond to media requests including the press, and where appropriate, prepare media statements liaising with the Church's National Office Communications team where necessary.

### Key responsibilities

- Social Media/Digital: Ensure all aspects of Presbytery's social media are maintained and regularly updated with new material.
- Use google alerts, social media and other communications channels to inform key stakeholders of emerging stories and announcements of general interest.
- Build a network of communication and media contacts at a city and local level.
- Advise and support Kirk Sessions in communicating with members of their congregations and local communities.
- Professional Development: Through continuous professional development, maintain an awareness of trends in the Communications sector and ensure the Presbytery is able to benefit from, where appropriate, developments in communications technology.

### Person Specification: Communications Officer, Glasgow Presbytery

Skills abilities and knowledge	Essential	Desirable
Knowledge and understanding of Church of Scotland structures (particularly at congregational and presbytery levels) and experience of local congregational life	✓	
Experience of working within a communications/public relations environment.	✓	
Experience in successfully influencing and managing stakeholder relationships internally and externally to an organisation	✓	
The ability to write and edit clear and interesting press releases, news stories and features.	✓	
Excellent communication skills, verbal and written, with the ability to concisely communicate various types of information to drive engagement, including development, planning, writing and editing.	✓	
Experience in handling media crises/crisis communication		✓
Experience of using Social media in a work context	✓	
Sound organisational skills with ability to prioritise and be flexible as required	✓	
Familiarity with tools and processes used for managing and monitoring communication		✓
A high degree of expertise and experience in the use of information technology applications, including Microsoft Office software and web tools	✓	
Experience of working with the media in Scotland		✓

<b>Personal Qualities</b>		
Keen interest in promoting the work and mission of the local church	✓	
Openness to and able to evidence different ways of working and trying new initiatives	✓	
Positive and enthusiastic with ability to enthuse and encourage a wide range of people, influencing, empathising and engaging with them	✓	
Ability to work unsupervised with readiness to use own initiative	✓	
Proven ability to work collaboratively with colleagues and contribute to effective team working	✓	
<b>Qualifications and Training</b>		
Qualified to degree level, or similar, or accredited training in Communications/PR/Marketing or similar	✓	
On-going commitment to continuing professional development including willingness to work towards qualifications and accredited training	✓	

**Terms and Conditions: Communications Officer, Glasgow Presbytery**

- The salary scale is £25,122 - £28,400 pro rata
- Whilst normal hours of work will be 18.75 hours (0.5 FTE) per week as agreed locally, The nature of the work calls for a degree of flexibility, thus hours of work, which are as agreed with the line manager, may vary from day to day.
- The post is based at Glasgow Presbytery Office with some work at home and with travel throughout the Presbytery.
- There are 5 weeks annual paid leave pro rata in each full holiday year which runs from 1 January to 31 December. Entitlement is based on full weeks worked. There are also 9 pro rata statutory holidays.
- Travel expenses by public transport or by use of own car at rates as agreed by your Employer and reviewed annually. Car mileage will be paid by the Employer at Church of Scotland milage rates.
- The successful candidate will be required to be/become a member of Disclosure Scotland PVG Scheme.
- For further information on the role, please contact Hilary McDougall on hmcDougall@churchofscotland.org.uk
- Closing date for applicants 4<sup>th</sup> March, Interviews on ZOOM on the 18<sup>th</sup> March. Please send a covering letter showing your suitability for the role, and up to date CV to Gbarclay@churchofscotland.org.uk