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| **Job Description** |  |
| **Job Title:** | Communications Apprentice  | **Department**: | Communications |

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| **Post Reporting To** |
| First Reporting Manager’s Job Title:  | Communications Director |

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| **Job Purpose** | - Summary of why job exists |
| The role is to support the function of the communications team in managing the Diocese of Hereford in the media, on digital and on social media platforms using a variety of communication methods |

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| **Accountabilities** |
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| **Main duties:**With the Communications Director, you will be trained and supported to manage and monitor communications on behalf of the Diocese of Hereford helping to deliver the communications strategy in support of the Diocesan vision1. You will work with the Communications Director and Digital Communications Officer to help build the communications plan.
2. Spend time learning and understanding the operations and structures of the Diocese of Hereford and Church of England
3. Use IT effectively to support campaigns – will learn how to use bespoke social media / PR software, such as media databases and media monitoring tools to deliver activity.
4. Build effective relationships & interpersonal communications – including developing contacts within the media and presenting ideas to stakeholders, colleagues and other interested parties in formal and informal settings.
5. Learn how to assist campaigns by carrying out many support tasks - including desk research, event co-ordination, database management and reporting in compliance with agreed service / performance levels.
6. Learn how to produce content (including but not limited to press releases, policy statements social media posts, leaflets, op-eds, feature pitches, live events) by using an accurate and effective written communication style tailored to different audiences and media.
7. Will learn how to distribute content produced to maximise positive communications opportunities by:
	1. Using media relations process, pitching in stories as directed.
	2. Creating media / influencer lists for use by colleagues when required.
	3. Using all key digital / social channels, networks and platforms.
	4. Using search marketing techniques, email marketing and paid media. Including the use of Google, Facebook and Twitter Business Manager tools.
8. Will learn how to evaluate results by:
	1. Using appropriate systems and software to accurately log and archive content outputs and results (e.g. coverage, social media reach, event attendance).
	2. Reporting back on findings and activity in a meaningful way to your manager.
	3. Analysing the impact of communications activity, using quantitative data and updating analytical dashboards.

This list is not exhaustive and is intended to reflect the main tasks and areas of work.  |

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| **Organisation Chart** | - showing post above, peers and direct reports |
| Director of CommunicationsDigital Communications Officer  **Communications Apprentice** (Web, Film and Photography) **(Social Media and PR)** |

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| **Agreed: Job Holder**: |  |
| **Agreed: Line Manager**: |  |
| **Date:** |  |

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| **Person Specification** |  |
| **Job Title:**  | Communications Apprenticeship | **Department**: | Communications |

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| **Qualifications & Experience** | Qualifications or specific experience ***required to do the job***. |
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| **AREA** | **ESSENTIAL** | **DESIRABLE** |
| Knowledge/ Qualifications/ Membership of Professional bodies (or equivalent) | * 5 GCSE at grades 4-9 (A\*-C) or equivalent including English
 | * Full Driving License as there may be occasions to leave the office to visit churches or other venues
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| Type of Experience required | * An understanding or awareness of Social Media Platforms. Specifically, Facebook, Instagram, Twitter, YouTube and Linked In.
* Ability to pay attention to detail.
* Computer literate; Microsoft Word, Excel and PowerPoint necessary
 | * Copy writing experience
* Communication skills, able to present ideas clearly both verbally and written
* Can think laterally and has a willingness to try new ideas and approaches to problem solving
* Working to tight deadlines.
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| **Competencies** | Competencies or specific skills ***required to do the job***. |
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| **ESSENTIAL** | **DESIRABLE** |
| * Confident and helpful telephone manner
* A good understanding of the principles of social and how they can be used to communicate
* Ability to work under pressure
* Pro-active approach to work and able to work independently
* Able to work as part of a team
* IT Savvy / Creative marketing communications mind-set
* Ability to work independently and to take responsibility
* Can use own initiative
* A thorough and organised approach to work
* Flexible approach to working arrangements – some out of hours work required
* Energetic and engaging
* Fully supportive of the aims and ethos of the Diocese of Hereford
* Sympathetic to working with people of faith and the ethos of the Church of England
* Good time keeping
 | * Logical and creative thinking skills
* Analytical and problem-solving skills
* Ability to work with a range of internal and external people
* Ability to communicate effectively in a variety of situations
* Maintain a productive and professional working environment
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| **Agreed: Job Holder**: |  |
| **Agreed: Line Manager**: |  |
| **Date:** |  |