



## YORKSHIRE SYNOD

### SYNOD COMMUNICATIONS AND DIGITAL LEAD

<b>Job Title</b>	Synod Communications and Digital Lead
<b>Reporting to/Accountability</b>	Synod Clerk acting on behalf of Synod Council, with the role overseen by the IT Task Force.
<b>Location and Travel</b>	<p>The post holder will be predominantly home based but will be expected to be in the Synod Office at key times and have the ability to travel in the Yorkshire Synod area when appropriate.</p> <p>Expenses for travel following HMRC guidelines at 45p/mile up to 10,000 miles and 25p thereafter. Public transport is encouraged where available, and will be reimbursed fully.</p>
<b>Working hours</b>	14 hours per week (0.4FTE) including some evenings and weekends.
<b>Terms of appointment</b>	<p>Fixed Term 2 years with the possibility of renewal thereafter.</p> <p>The post is subject to a 6-month probationary period.</p> <p>Salary: £25,000 to £28,000 FTE</p> <p>Pension: The URC will provide a pension scheme which complies with the Pensions Act 2008 and Pensions Act 2011 and any subsequent amending legislation or regulation.</p>
<b>Purpose and Background</b>	<p>Since the COVID-19 pandemic, Yorkshire Synod has made strides forward in its communications. We release a weekly mailing from the website (which, in time, will replace the Clerk's briefing), our social media presence has increased, we livestream all gatherings as a synod (ordinations and inductions), and the synod meeting is in a hybrid format for the foreseeable future.</p> <p>The IT Task Force has played a big part in this with the support of local churches and wider thinking around a Communications strategy. However, in the synod structure, we have no single person who has a communications role. There are several people who deal with synod-level communications, and often it is reactive. Staff are currently expected to support their own communications. Events are promoted, but they are not targeted nor are part of a distinct plan. Churches need reminding of on a regular basis of much of what the synod does, offers and organises.</p>

	<p>Our events need advertising and re-advertising, flyers need producing, documents need formatting to a house style. All of which will help Yorkshire Synod to provide a consistent 'brand', a sense of togetherness. Furthermore, when an event does take place, someone there to assist with, or carry out the communications (e.g. Photography, report writing).</p> <p>One of the key areas we would like to make churches aware of, is the grants and funding that are available to them. Advertising and promoting these will be key.</p> <p>Therefore this role is one which is at the heart of Synod; enabling churches to be effective in spreading the Good News of Jesus Christ across all forms of media, both digital and print</p>
<p><b>Key Roles and Responsibilities</b></p>	<ul style="list-style-type: none"> <li>• Creating and implementing a communications strategy for the synod (e.g. Why we communicate, what we communicate, how we communicate)</li> <li>• Communicating good news stories of God at work across the network.</li> <li>• Develop a consistent communications stream to ensure the right information gets to the right people.</li> <li>• Social Media management</li> <li>• Proactive and reactive website management <ul style="list-style-type: none"> <li>○ Day-to-day management</li> <li>○ Procuring content and information to keep it fresh.</li> </ul> </li> <li>• Producing publicity for events.</li> <li>• Creating a house style (largely based on the URC one) and format all synod documentation, present and future, to this style. Working with synod staff on this.</li> <li>• Reporting on events (in words + pictures/videos), ideally by attending. Or gaining reports from others.</li> <li>• Video editing (completed or facilitated)</li> </ul>
<p><b>Key relationships</b></p>	<ul style="list-style-type: none"> <li>• Building a network of communicators to build a positive community of practice, which could support/augment any of the above. This could extend to the Five Northerly Synods.</li> <li>• Work with the existing Synod team (office staff, officers, conveners and wider team) to develop fresh content and increase external engagement.</li> <li>• Working with the IT Task Force in supporting the synod and local churches digitally.</li> </ul>

**Other**

- This role description provides a guide to the duties and responsibilities of the post and is not an exhaustive list. The post holder may be asked to undertake any other relevant duties appropriate to the post. The role description will be amended over time, in full consultation with the post holder, to meet the needs of the Synod.