

Church Communicator's Job Description

(in practice this will vary from parish to parish and according to the particular skills and interests of the individual Church Communicator).

1. To promote the mission and ministry of your church through personal contact with local newspapers, radio stations and through carefully prepared press releases.
2. To keep in touch with the Diocesan Director of Communications (DDC), especially on difficult or delicate issues, sending her/him copies of all press releases and cuttings.
("Scandal" should not be handled by the Church Communicator (CC). There is a procedure whereby potential scandal is dealt with by the incumbent, the DDC, the Bishops/Archdeacons and the Registrar).
3. To forward to the DDC at the address below a copy of the parish magazine as soon as it appears, or to ensure this is done by the distributors. Copies should also be sent to local media.
4. To help the clergy process the monthly mailing from the Diocese.
This envelope full of information, posters and leaflets is posted out to all clergy in the first week of every month. The CC might like to make an arrangement to collect what is still in the envelope a week later and use it for parish magazine material or similar; or to pass on material to interested parties. Some clergy will receive most of this information electronically through email. *Full copies of the electronic mailing will be sent to all CCs, so co-ordination with the clergy will be important to avoid duplication.*
5. To encourage the channeling of other appropriate material into the parish such as the C Magazine and Nifty Notes - this is available as artwork, via e-mail or at www.southwell.anglican.org. Copies of this are always included in the electronic monthly mailing.
Helping to market C Magazine could be seen as a job in itself, so CCs are encouraged to promote in any way they can with the ideal being to find an enthusiast in their own church to promote subscriptions and sales and be the link for distribution etc. It would be hoped all CCs would feed through good story ideas and photo opportunities for the magazine.
6. To become familiar with how your parish works, and how the Church of England in general operates. Try to become recognised by the congregation as an "information point", without, of course, feeling you have to know everything!
7. To ensure photographs/videos are taken of anything of interest and filed properly and sent on to the Editor of C Magazine if appropriate; (ensure Press photographers are given an accurate time for a photo opportunity).
8. To keep abreast of e-mail and web developments, monitoring the church website, if there is one or ensuring that someone else in the parish is doing so.
9. To attend any meetings arranged by the DDC for training and networking, the sharing of experience, and to meet local journalists.

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