VACANCY – COMMUNICATIONS OFFICER (MATERNITY COVER)

About Bath Abbey

Bath Abbey is a major centre for Christian worship, a leading venue for tourism and cultural events, and a treasured part of Britain’s heritage. It lies at the centre of Bath, occupying a central place in the celebration of worship, special events and the life of this unique and elegant World Heritage city. The Abbey is itself one of the most beautiful architectural masterpieces in the country.

There has been a centre for Christian pilgrimage and worship on the present site of the Abbey for over 1,000 years. During that time it has undergone many transformations and changes, surviving a number of major conflicts, architectural and religious reforms, and two World Wars. Despite this, it still stands as an essential place for both worshippers and visitors.

Today the Abbey welcomes over 420,000 pilgrims and visitors each year and is one of the most visited places in the south west region. Providing a warm welcome and excellent hospitality lies at the heart of everything we do and the Abbey Welcome team play an important role in this ministry.

As one of the most spectacular large event venues in the region, Bath Abbey hosts a yearlong programme of musical events and concerts. We also have a thriving congregation drawn from the city and the surrounding area. The Abbey is the city of Bath’s main church and we work closely with the local authority and city churches to host civic and city-wide events. As well as regular services through each week, special services take place through the Church year. Our Christmas services are extremely popular and there is rarely a seat in the Abbey for Advent Sunday and Christmas Eve.

Bath Abbey’s Mission – People and Place Fully Alive

With such a wide programme of worship, over 60 cultural events a year and many thousands of pilgrims and visitors coming through our doors every day of the year, this is one of the busiest Parish Churches in the country. During 2014, we welcomed over 700,000 people through our doors. It is important to us that we provide the space and the structure for meaningful engagement, warm hospitality and opportunities for quality worship. These are the key strands of our mission and underpin everything we do. Being people and a place fully alive is what we strive to be every day.

The Abbey is, however, challenged by a lack of space and poor facilities which limits our activities and restricts what we can offer in the way of hospitality. Over the next few years, we will be developing and delivering our ‘Footprint’ project – a major capital project that will extend our facilities in new and exciting ways, update our seating and lighting, and save our Abbey floor. The project will develop new areas in the subterranean vaults and capture the natural hot spring water for which the city is famous to heat the Abbey itself. It is the single largest church project currently underway in the UK and, because of the uniqueness of Bath, hugely important not only for the Abbey but also for the City. More information about the Footprint Project can be found on our website. The successful candidate will be someone who feels as excited and privileged as we do to be part of this project going forward.
JOB PROFILE

JOB TITLE
Communications Officer (maternity cover)

SALARY
£21,000 pro rata

Bath Abbey has an exciting maternity cover role for a communications officer with sound PR experience and a basic knowledge of design based in Bath for a temporary maternity cover contract (4 days a week).

The communications officer will be responsible for all marketing collateral for a busy Church and World UNESCO Heritage site in Bath City centre. The office is a friendly, lively environment and the role would suit an experienced communications officer or coordinator looking for the next step up. A good degree and knowledge of PR and media relations is essential.

JOB DESCRIPTION

The role of the Abbey’s communications officer is to develop and manage the communications programme for a busy church and historic visitor attraction. In partnership with other departments, the aim is to identify, plan and implement communications activities that support the Abbey’s vision statement of ‘People and Place Fully Alive’ in order to generate awareness and interest in the Abbey’s worshipping life, stories and events and enable people to connect with the Abbey through topics that are interesting and relevant to them.

Design and editing

- Use InDesign templates to create artwork for posters, leaflets etc, including editing content (text and graphics) and writing content when appropriate
- Manage content, produce and edit Abbey News (monthly newsletter) and Annual Review
- Maintain and develop consistent branding throughout the Abbey’s communication means including providing support to other members of staff with this

PR

- Work with various departments to identify and develop stories and key messages as required
- Write and distribute press releases and manage media list
- Assist and coordinate photography needs including external media and in-house commissions
- Develop new and build on existing media relationships to ensure Bath Abbey is the first port of call for comment on a variety of topics and issues
- Maintain an ongoing press office to monitor local media and respond to any relevant coverage via follow up press releases, statements or the Abbey’s website / social media

Website and social media

- Produce and manage website content for Bath Abbey
• Update ‘What’s On’ calendar regularly and liaise with Visitors / Operations teams to ensure opening times are correct
• Manage Bath Abbey’s social media accounts including Youtube, Facebook and Twitter

Footprint
• In partnership with the fundraising team, develop and implement communications strategy to generate support for Footprint and to create a call to action for any fundraising activities
• Draft and issue press releases and set up media briefings / interviews for Footprint team
• Attend regular Footprint meetings and support Footprint events with relevant communications materials and activities

PERSON SPECIFICATION
• Capacity to learn and use InDesign and PhotoShop
• Intermediate Word, PowerPoint and Excel.
• Proofing and copywriting skills.
• Ability to use and manage social media.
• Interpersonal and communication skills

KEY RELATIONSHIPS
• Line Manager – Abbey Missioner
• Rector of Bath Abbey
• Communications Manager, Bath & Wells Diocese
• Footprint project team

This exciting opportunity is for a temporary maternity cover contract (4 days per week).

To apply please refer to our website www.bathabbey.org complete the application form, with a current CV and a covering letter explaining why you think you are suited for this role to:

Mrs Deborah Coleman BA (Hons)
HR Officer
Bath Abbey
(01225) 303323
deborah@bathabbey.org