

Job Description – Publicity Manager – Christ Church Reading

Job title: Publicity Manager

Hours: 10 hours per month, to be worked flexibly.

Annual leave: 5.6 weeks pro rata.

Fixed term: 12-month appointment, with the possibility of extension. There will be a three month probationary period.

Salary: £9 - £15+ per hour, depending on skills and experience

Place of work: The role can largely be carried out remotely / from home but will require some work on site at Christ Church, Christchurch Road, Reading, RG2 7AR.

About Christ Church

Christ Church is a Christian community in the South of Reading, worshipping in a beautiful Victorian church building. Christ Church is part of the Church of England in Oxford Diocese and provides Christian worship in a traditional style, with a focus on sacrament and prayer, supported by choral music. The church is welcoming of all who wish to explore the Christian faith, regardless of background, ethnicity, gender, sexuality, class or any other characteristic.

During the covid pandemic, the church building was forced to close. As the pandemic recedes, we are keen to re-engage with the community and encourage people to come into Christ Church – both for worship and for wider community activities.

The Role of the Publicity Manager

The Publicity Manager will play an important role for Christ Church through promoting services and events, and encouraging the use of the church building - by community groups in particular, but also commercial lettings.

The Publicity Manager will take the lead in ensuring that all publically facing information about the church and all activities taking place is up to date and promoted appropriately to local audiences. The most immediate task will be to update the church's website and then promote it via appropriate channels.

The role will involve refreshing the church's website, posting appropriate content on the church website and social media to keep it up to date, proactively looking for opportunities to promote the church and the use of the church building by the community/voluntary sector, keeping internal and external notice boards up to date, producing posters and other publicity material for church activities and events, and supporting the Parish Administrator to organise and publicise events. The Publicity Manager will be expected to work flexibly, with some weeks of the year requiring more time than others. In general, hours can be worked as suits the post holder, but there may be some occasions when support for

particular events is needed in person, and so occasional evening or weekend working may be needed. This would be agreed in advance with the post holder if/when required.

The Publicity Manager will be responsible to the Parish Administrator. The legal employer is the PCC (Parochial Church Council) of Christ Church.

Key Tasks and Responsibilities

1. To organise an update and refresh of the church's website (this could be done by the post holder directly or by bringing in an appropriate contractor)
2. To produce and post appropriate content on the church website and social media to raise awareness of church activities.
3. To arrange for appropriate publicity material to be produced and distributed regarding the church in general and for all church events.
4. To publicise the church building for hire by community groups and voluntary organisations in order to increase the use of the building.
5. To support the Parish Administrator in organising events at Christ Church.

Person Specification

1. Computer literacy with experience and skills in relation to managing websites and social media.
2. Skills and experience in producing publicity and marketing materials.
3. Ability to work unsupervised and to a high standard, with good attention to detail.
4. Professional, friendly manner and ability to work collaboratively with others.
5. Ability to work well under own initiative and proactive in looking for improvements that can be made.
6. Any appointment is subject to a satisfactory DBS check and character references.
7. The job holder does not need to be a practicing Christian, but must be sympathetic to the vision and values of Christ Church and should have a broad understanding of Christian worship and faith.

There is no closing date. The post will be filled when a suitable candidate is found.

To apply please send a cv and covering letter/email outlining relevant experience to Christchurchreading06@gmail.com