



## COMMUNICATIONS OFFICER

### Join us at a pivotal moment

This is an exciting opportunity to join a thriving Anglican theological college at a time of growth, renewal and ambition. As Communications Officer you will play a key role in shaping how the College tells its story, articulates its vision and connects with students, supporters, vocations advisors, churches and partners.

Working within a passionate and supportive Christian community, you will have real scope to influence strategy, develop creative approaches and help the College reach new and more diverse audiences. This is not simply a delivery role: it is an opportunity to help shape the future direction, voice and public presence of the College.

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### The role

The Communications Officer is responsible for leading and coordinating the College's communications and promotional activity across digital and print channels and direct, in-person engagement. This includes promoting the College's educational programmes, projects and initiatives, as well as its commercial arm comprising its day nursery and conference facilities.

You will develop and deliver a coherent, engaging communications strategy that reflects the College's Christian ethos and academic mission, strengthens its identity and supports student recruitment, alumni engagement and fundraising objectives.

The role requires a combination of creativity, strategic thinking and excellent communication skills, alongside a practical, hands-on approach and the ability to work collaboratively across the organisation.

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### Key relationships

- **Principal** – vision alignment, guidance and consultation on strategic tone.
- **Director of Finance and Operations** – line management, strategic oversight and marketing impetus.
- **Admissions Officer** – student recruitment communications.
- **Operations Manager and Receptionist** – events and conference publicity.
- **Finance Manager** – budget management.
- **Academic and professional staff** – support for outreach, student recruitment and promotion.

## Main terms

- Salary £40,000 p.a..
  - Full time (37.5 hours per week – see below).
  - Eligibility to join a non-contributory pension scheme, currently 8% contribution.
  - 23 days holiday plus three days taken between Christmas and New Year when the college is normally closed, and bank holidays.
  - Free lunches and parking.
  - Beautiful working environment.
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## Key responsibilities

### Strategy and brand

- Play a leading role in shaping an inspiring and engaging communications strategy at a key moment in the College's life, telling its story with clarity, confidence and imagination, rooted in its Christian vision and values.
- Guide the ongoing development of the College's visual identity across all communications (including its commercial arm), helping it to grow in consistency, quality and creative impact.

### Content and channels

- Plan, create, and publish high-quality content across social media, websites, newsletters (digital and print) and other platforms.
- Grow and engage the College's online community, exploring new technologies and channels to extend reach and impact.
- Use analytics and evaluation tools to monitor performance and continually improve communications activity.
- Ensure that all communications are accessible and inclusive.

### Campaigns and promotion

- Coordinate and deliver promotional campaigns for academic programmes, events (including Open Days) and other College initiatives.
- Manage advertising activity across digital and print platforms.
- Liaise with external suppliers to produce high-quality promotional materials, including the prospectus, videos, photography and merchandise.

### Media, events and relationships

- Act as the first point of contact for media and communications enquiries, providing advice and guidance as needed.
- Promote the College through Christian and other media, including drafting press releases and feature content.

- Support staff in promoting the College and recruiting students, including coordinating the College's presence at Christian conferences and events.

#### **Community and alumni engagement**

- Develop and maintain connections with alumni, researching and sharing alumni stories and fostering long-term engagement.
  - Produce internal communications that support and inform current students.
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## **PERSON SPECIFICATION**

### **Essential experience and skills**

#### **Values and ethos**

- A sound understanding of the Christian faith and church culture, and good judgment in navigating theological nuance and potential areas of controversy, ensuring communications are respectful, appropriate and aligned with the College's values.
- Enthusiasm for and commitment to the College's vision, mission and values.

#### **Strategic and creative communication**

- A creative and strategic communicator, able to shape clear, engaging messages that align with the College's vision and values.
- Experience of planning, managing and delivering effective communications campaigns across multiple platforms.

#### **Digital, content, and media skills**

- Proven experience of using digital and/or social media to grow engagement and organisational reach.
- Experience of creating and managing content across websites, social media and newsletters (print and digital).
- Working knowledge of website content management systems (e.g. WordPress, Drupal).
- Understanding of basic graphic design, with experience using tools such as Canva, Adobe or similar.
- Basic photography skills for digital and promotional use.

#### **Communication quality and professionalism**

- Outstanding written and spoken English, with strong copywriting and proofreading skills and attention to detail.
- A professional, organised approach with strong planning and time-management skills.

## Collaboration and ways of working

- Strong interpersonal skills, with the ability to relate confidently to people from a wide range of backgrounds.
- A collaborative, team-oriented approach, with the ability to work independently and manage a varied workload.
- Willingness to combine strategic thinking with hands-on delivery, including the practical day-to-day aspects of the role.

## Desirable experience and skills

- Experience of marketing, including market research and audience insight.
- Experience using social media management platforms (e.g. Later, Metricool).
- Understanding of search engine optimisation (SEO).
- Experience of budget management.
- Experience of brand development or refresh projects.
- Experience of alumni or supporter relationship management

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## TERMS AND CONDITIONS OF EMPLOYMENT

**Job Title:** Communications Officer.

**Place of work:** Trinity College, Stoke Hill, Stoke Bishop, Bristol BS9 1JP.

**Salary:** £40,000 p.a..

**Pension:** There is eligibility to join a non-contributory pension scheme. Employer currently contributes 8% to the Church of England defined contribution scheme.

**Working hours:** 37.5 hours per week, starting at 8.30am, requiring flexibility to be present at occasional evening or weekend events and occasionally to travel off-site.

**Holiday entitlement:** 23 days per annum plus three days taken between Christmas and New Year when the college is normally closed, and bank holidays.

**Lunches:** Free lunches on days you are contracted to work (except for certain weeks during some vacations when not available).

**Probationary period:** Five months.

**Notice:** Three months' notice by employee or employer after successful completion of probationary period. The minimum notice which you are entitled to give or receive in respect of termination of employment during your probationary period is one week. Conditions relating to notice may vary in the case of dismissal for gross misconduct.

**Disciplinary and grievance:** Standard procedures are available for reference in our Employee Handbook.

**Parking:** Free in college grounds, on working days.