



Head of Engagement / Deputy CEO

Salary:	£48,000 –£60,000 per annum
Duration:	Permanent
Hours of Work:	full time (35-hour week) flexible working requests considered
Terms and Conditions:	6 months probationary period 25 days paid holiday per year Pension in line with auto enrolment
Location:	Westminster (when possible)
Reports to:	Chief Executive

Introduction

The National Churches Trust (NCT) supports and promotes church buildings of historic, architectural and community value. We are the independent, UK-wide charity supporting churches, chapels and meeting houses of all Christian denominations.

Places of worship are an integral part of the UK's architectural heritage and play a vital part in building and sustaining local communities. Church buildings are valued for many reasons. Where one finds solace, another finds inspirational architecture. Some churches provide poignant family memories, while others are commended for their presence in the community and the work they do in bringing local people together.

Incredible work is done by volunteers up and down the country to preserve these buildings for future generations and ensure that they remain at the heart of their local community. The National Churches Trust is here to help them address the challenges and opportunities they face. The Trust, founded in 2007, is the successor to the Historic Churches Preservation Trust (HCPT), created in 1953.

The aims of the National Churches Trust are:

- to help **maintain** the UK's heritage of church buildings and to **enhance** their ability to serve local communities
- to **promote** the benefit to communities of church buildings and to **inspire** everyone to value and enjoy them.

The Trust's strategy for 2019 – 2023, Building Resilience, has two main goals: Sustaining church buildings and Inspiring Support for church buildings.



Our ExploreChurches website (explorechurches.org) provides a platform for all open and accessible places of worship, providing a one stop source of information and links for visitors to churches.

The Trust's website www.nationalchurchestrust.org provides more information about the organisation and its work.

Job description

The Head of Engagement / Deputy CEO is a new post for the NCT and will play a key role in fulfilling the Trust's strategic goals, continuing the growth of its profile and brand and assisting the CEO in the day to day management of the Trust.

The NCT engages with a broad spectrum of stakeholders, including churches and their congregations, grantees, funders, Friends and donors, other heritage organisations, policy makers, Government ministers, visitors and tourists.

Reporting to the Chief Executive, and as a member of the senior management team, the Head of Engagement will deputise for the Chief Executive, supporting her in representing the Trust and ensuring strategic objectives are met. They will be responsible for a small yet effective team whose work encompasses church tourism, press and media work, all aspects of digital marketing (including our websites and social media accounts), publications, supporter events, advertising and marketing.

The NCT's five year strategy for 2019 – 2023 'Building Resilience' has recently been refreshed to take the effects of the Covid-19 pandemic into account and to incorporate the pending launch of a major study into the social and economic benefits that church buildings provide across the UK and associated fundraising appeal.

As part of our strategic priorities we have identified that a digital transformation project needs to be undertaken to ensure we are optimising our digital engagement across all areas of our work. The successful candidate will have responsibility for leading this project which will include the redesign of the NCT website and ensuring that engagement with donors, beneficiaries, supporters and potential audiences is efficient and effective.

The postholder will develop engagement and communication strategies that help to strengthen the Trust's relationship with its stakeholders, drive visitors and tourists to churches, extend the Trust's presence on digital and social media platforms, and in doing so increase support, income and profile for our cause.

The postholder will be adept at creating inspiring and effective digital and traditional engagement and communication strategies that promote and raise the profile of church buildings. They will have a business background, with sound digital expertise, experience of external and internal communications, astute professional judgement and an eye for detail as well as creativity. They will also need to be a strong and competent line manager.

The successful candidate will need to be a flexible and energetic team player who is self-motivated with a hands-on approach.



Key tasks

Main duties & responsibilities

- Lead the digital transformation project which has been identified as crucial for the Trust's overall strategy
- Develop an integrated engagement strategy that combines external and internal communication
- Seek to promote churches as visitor destinations, developing the ExploreChurches website to maximise engagement opportunities
- Develop and promote church tourism in order to attract visitors and produce significant economic benefits for the Trust and churches more generally
- Continually seek opportunities to raise the profile of the Trust and its work
- Work with the Head of Communications to oversee production of all publications such as the Annual Review, Annual Report and Financial Statements, Friends newsletters, promotional leaflets and advertisements which are used to position The Trust, to raise its profile and achievements and build support amongst its stakeholders
- Lead on the development of corporate communications in a crisis / change management situation
- Continue to develop and promote the NCT brand and its engagement strategy, ensuring consistency across all communication channels and all NCT websites (to include ExploreChurches, MaintenanceBooker, UK's Favourite Churches)
- Develop relationships in order to engage with destination management organisations, tourism offices, media, PR agencies, heritage organisations, policy makers etc. to advocate, profile and promote the work of The Trust
- Ensure working across the Trust is collaborative so that relevant stories, case studies and messages can be identified
- Horizon scanning - keep abreast of professional communications practice, industry developments and issues to inform and update our engagement strategy
- Lead the development of effective communications to support marketing of The Trust's tourism work, promotion of maintenance, events, offers, the NCT Friends scheme, and its grant programmes
- Deputise for the CEO as required
- Provide leadership for The Trust on all engagement matters
- Ensure all communications produced by the Trust are of a high standard
- Uphold the Trust's values in all aspects of your work
- Undertake other tasks as requested by the Chief Executive in order to deliver on the Trust's objectives.

Person specification / Experience

- Degree level or equivalent education
- Commercial or tourism background
- Suitable marketing / PR qualification



- Excellent communication skills and collaborative and positive approach to working with colleagues
- Experience in managing and prioritising workload
- Diplomatic, cooperative, energetic approach to work
- Evidence of continued professional development
- Experienced and competent line manager – in particular of remote workers
- Personal credibility and ability to influence to operate effectively at all levels
- Creativity – ability to generate ideas
- Excellent contacts across a wide variety of media, including national press, and ability to leverage these
- Excellent interpersonal skills and the ability to nurture and build effective working relationships with internal and external stakeholders
- Excellent written and oral communication skills – in particular the ability to write in different styles for different audiences and with the requisite attention to detail
- Ability to spot a great story
- Knowledge of current affairs and the ability to position the work of the Trust in relation to these where appropriate
- Excellent digital skills and strong awareness of digital trends; especially confident with current digital opportunities
- Understanding of the role of engagement and communications in brand development and management
- Proven track record working as a communications professional at senior level
- Demonstrable experience of delivering transformational engagement strategy and practice
- Experience of working in a target driven culture and creating communications that drive interaction and engagement, attendance and income generation
- Experience of enhancing brand positioning
- Experience of online booking systems

Enthusiasm for the work and strategy of the National Churches Trust is an important element of the job.

Key Internal relationships:

Chief Executive, Senior Management Team, Trustees, Patrons, Vice Presidents

Key External relationships:

Contractors, suppliers, journalists, DMOs, Friends and supporters

Further information

This is a full-time post and the basic hours are 35 per week, although requests for flexible working will be considered. It is based at the National Churches Trust offices in Westminster (although at the current time all staff are working remotely).



It should be borne in mind that the National Churches Trust comprises a small staff, and you should be prepared to work as part of that team to ensure the delivery of the organisation's operations and objectives.

All staff have a responsibility to ensure that their activities comply with the Trust's Data Protection Policy and Procedures. Staff should not disclose personal data outside the organisation's procedures, or use personal data held about stakeholders of the Trust for their own purposes.

The basic salary is negotiable, depending on experience.

Your eligibility to join the NCT pension scheme is subject to the rules of auto enrolment. Further information regarding your rights under auto enrolment can be found on the Pensions Regulator website; www.thepensionsregulator.gov.uk

The annual leave entitlement is 25 days, in addition to relevant national public holidays. Other general terms and conditions are set out in the staff handbook which is issued to all employees on appointment.

If you require further information, please email claire.walker@nationalchurchestrust.org

For people who love church buildings