



The Church of Scotland

Appointment of

Head of Communications

August 2025

Reference Code: DBVNC

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The Church of Scotland





The Church of Scotland

Introduction

About the Church of Scotland

The Church of Scotland is a national Church providing ministry, care, witness and service across the whole of Scotland, in other parts of the UK and across the world. It has been a significant part of the life of Scotland for more than 450 years. As well as providing worshipping communities of faith that testify to the truth and relevance of the Christian faith, it also plays a significant part in community life of Scotland in a variety of ways and adds significantly to its social capital.

The Church of Scotland today works in partnership with others, including churches from around the world, ecumenical partners, interfaith networks, charities and individuals. It engages with Government and civic society, believing that the Good News of Jesus is relevant within the spheres of politics and decision-making, as well as in our local communities and congregations.



OUR VALUES

GRACE
INTEGRITY
RESPECT
PROFESSIONALISM
COLLABORATION
INNOVATION



The Opportunity

Working as part of the Communications Forum, the Head of Communications is responsible for creating, delivering and measuring the effectiveness of comprehensive strategic internal and external communications that advance the Christian faith, promote Church growth, manage and enhance reputation and deepen staff and broader Church engagement.

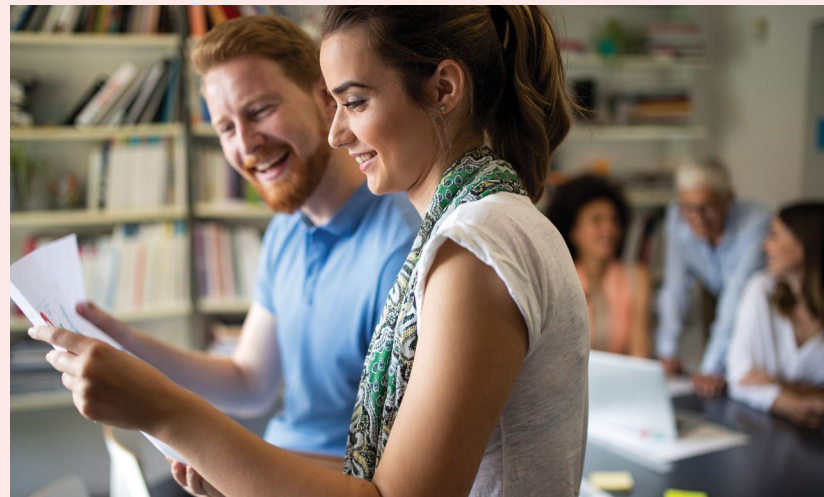
This role takes the lead on communications messaging and creation of corporate content to support missional and business strategies and regional awareness campaigns. The role is accountable for advising and delivering on communications across various channels and ensures that plans and campaigns are strategically planned and coordinated.

Anticipating and managing reputational issues, this role supports the Assembly Trustees, Chief Officer and Senior Leadership Team to navigate issues and maximise opportunities in a challenging, complex environment.

The Head of Communications is responsible for providing a broad range of services designed to help the Church to communicate effectively with those engaged in Ministry, Church members, staff and the public. This ensures a common understanding internally across the Church, external promotion of its activities and development of an optimistic and positive reputation and public image.

The role holder will represent the Church's gospel message of Jesus both within the Church and in the public sphere and will strive to influence the media to represent the Church in a fair, balanced and positive manner and to share its key messages with the public.

Answering media enquiries for the Church of Scotland from local, national and international newspapers, online and broadcast outlets is a key area of responsibility, including delivering a crisis communications response when required, and providing an on-call, out-of-hours service.





“The Church of Scotland seeks to inspire the people of Scotland and beyond with the Good News of Jesus Christ through enthusiastic worshipping, witnessing, nurturing and serving communities.”



Main Activities & Responsibilities

Strategic Communications Leadership

- Develop, deliver and keep under review a Church-wide communications strategy that reflects the Church of Scotland's evolving identity and missional priorities with a focus on internal and external priorities for a sustainable, mission-driven Church.
- Work in partnership with the Communications Forum to ensure strategic alignment and coordinated messaging across all levels of the Church.
- Ensure the provision of a proactive and professional media service before, during and after the General Assembly.
- Lead the Church's tone of voice and storytelling across a number of platforms including digital, print, press, and in-person.
- Provide strategic advice and guidance to management on communication matters, including developing communication strategies, managing crises, and responding to media inquiries.
- Attend meetings of the Senior Management Team, providing advice and support as appropriate.

Internal Communications

- Strengthen internal communications to inform, engage, inspire and equip ministers, congregations, Presbyteries and staff and develop the necessary tools and channels (e.g., intranet, newsletters, Presbytery link network) to ensure engagement is natural and meaningful.

External Communications

- Shape public messaging to reflect the Church's public witness, social engagement, and Gospel values.
- Develop strong relationships with journalists, media outlets and influencers and raise and manage the Church's public and media profile providing relevant, timely comments and features to the media.
- Ensure that the Moderator, Committees and Conveners are made aware of publicity opportunities and that they are fully trained and well-briefed before talking to journalists.
- Advise and support those within the Church who are involved in dealing with the media.
- Act as spokesperson for the Church on a range of complex issues and ensure that all relevant internal stakeholders are engaged in this process.



Main Activities & Responsibilities (cont)

Social Media Management

- Oversee the creation and delivery of compelling multimedia content (video, social, web, email, print).
- Refresh the Church's social media presence, ensuring that it is consistent, engaging and presents a focus toward stories of transformation and renewal.
- Plan integrated campaigns focused on trust-building, mission, and community engagement.
- Ensure the effective use and application of technology, including new and emerging technologies, in supporting effective communication for the Church's audience.
- Coach and mentor colleagues across the Church in best practices and digital confidence.

Website and Design

- Oversee the maintenance and development of the Church of Scotland's website presence, ensuring that it is up-to-date, engaging, and consistent with our evolving needs.
- Use analytics to evaluate the effectiveness of the Church's digital presence and adapt strategy to reflect changing priorities and requirements
- Manage the Church's visual identity through expertise in brand management, professional print production and procurement practices

- This includes creating and executing communication plans to achieve specific organisational goals, whether launching a new initiative, managing a crisis, or improving employee engagement.

Reputation and Crisis Management

- Act as a lead communicator in times of reputational risk or crisis. Develop and implement appropriate plans for effective management and ensure clear communication during these difficult situations maintaining public trust with proactive and transparent communication.

Team

- Lead and develop the Communications Team including staff working in the area of Graphic Design and Web Design, embedding a proactive digital-first, mission-led mindset across all team members.
- Coach and mentor colleagues across the Church in best practices and digital confidence.



Person Specification

We are looking for an exceptional candidate who is able to demonstrate the following skills, experience and personal attributes at a level that would enable them to flourish in this role.

Professional Excellence and Experience

- An experienced communications practitioner, with significant experience at senior management level including responsibility for delivering a communications strategy and operation.
- Demonstrable expertise in developing, managing and executing the implementation of a strategic, innovative and multi-layered communications strategy including web-based technologies.
- Experience of working in a faith-based or mission driven organisation with skills in tone of voice development and narrative strategy.
- Knowledge and understanding of the Scottish and UK media and experience of working closely and effectively with it, including experience of managing organisational reputation and crisis communications.
- Strong managerial experience and skills with the ability to lead, motivate, counsel, listen and organise a team of direct and indirect reports.
- Experienced and effective in training those with limited knowledge of media relations.
- Practiced in developing working relationships and networks at all levels, with high impact and influence in a collaborative

environment.

- Experience of working with multiple corporate stakeholders in a complex matrix environment driving continuous improvement and innovation.
- Strong organisational skills and excellent attention to detail with the ability to think ahead and pre-empt and mitigate possible setbacks and obstacles.
- An ability to operate under pressure with integrity and composure.
- Up to date knowledge of current affairs – local, national and international.
- Knowledge of the Church of Scotland's context and structures and an interest in its work.
- Ideally, candidates will hold a professional qualification in PR, Communications or media and membership of a professional body such as the Chartered Institute of Public Relations (CIPR) or the Public Relations and Communications Association (PRCA).

Faith

- You will have empathy for the purpose and vision of the Church of Scotland, alongside a personal commitment to the Christian faith. It is an essential requirement of this role that the post-holder is a committed Christian with a live Church connection which is a genuine occupational requirement in terms of the Equality Act 2010.



The Church of Scotland

Terms of Appointment

Location: Edinburgh

Pension: Employer contribution 11.5 – 14%

Annual leave: 29 days plus 6 statutory days (34 days after 5 years service)

Benefits: You will also have access to our Employee Assistance Programme, Occupational Sick Pay, enhanced family friendly policies, Flexible Working Policy, Hybrid Working Policy, Cycle to Work Scheme, Chaplaincy Service and Death in Service Benefit.

Process

Interviews will take place in Edinburgh, during the week commencing 6th October 2025.

Due Diligence

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.





How to Apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to the Church of Scotland on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code DBVNC.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on 22nd August 2025.

* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

