



Dear applicant,

Thank you for downloading this applicant pack; we are delighted that you are interested in the Communications Officer role with the West Midlands Methodist District! Inside this pack you will find more information about the role and how to apply, as well as an introduction to the District.

We are looking for a Communications Officer to join our team to work with District leaders to develop the District's digital presence and deliver the communications strategy. You'll be creating content to showcase the work of churches and Circuits within the District as well as District-led initiatives, and building connections across the district using digital and print media.

We're looking for someone with excellent communication skills and a keen eye for detail who can help get our message out to a wide audience. A full job description can be found on the following pages.

For an informal discussion about this role contact Lisa Murphy, District Secretary, by emailing [secretary@wmmethodists.org.uk](mailto:secretary@wmmethodists.org.uk). To apply, please complete the application form available at [www.wmmethodists.org.uk/vacancies](http://www.wmmethodists.org.uk/vacancies) and email it to [info@wmmethodists.org.uk](mailto:info@wmmethodists.org.uk) before the closing date.

We look forward to receiving your application!

## About Us

The West Midlands Methodist District has been formed by the merging of the Wolverhampton and Shrewsbury and Birmingham Methodist Districts, and was officially launched on 1<sup>st</sup> September 2025.

The West Midlands District is:

- 320 churches grouped in 20 circuits across Birmingham, Wolverhampton and the Black Country, Worcestershire, Warwickshire, Herefordshire, Shropshire and Staffordshire.
- Diverse in ethnicity and languages, social and economic status, sexual orientation and gender identity, age and background, theological and political belief and yet called to explore and live the way of Jesus together
- Serving communities in rural, inner city, market town, suburb and city centre settings from the Welsh Marches to Tamworth and Stafford to Evesham, including the cathedral cities of Hereford, Worcester, Lichfield and Coventry and the whole of the West Midlands conurbation.

The vision for the role of the new district is to:

- Enable local churches to flourish
- Connect people
- Evolve with the changing picture of Methodism
- Initiate new work
- Challenge the status quo



## Job Description

<b>Role Title</b>	Communications Officer		
<b>Reports to</b>	District Secretary	<b>Location</b>	Hybrid, a mix of home working and office based.
<b>Remuneration</b>	£26-28,000 pro rata, depending on experience		
<b>Hours</b>	21 per week	<b>Contract</b>	Permanent
<b>Benefits</b>	26 days annual leave plus bank holidays (pro rata), training and development opportunities, flexible working.		

The successful applicant will be enrolled in a contributory pension scheme. All agreed reasonable expenses will be reimbursed and a laptop and mobile phone provided. Appointment will be subject to satisfactory references and a DBS check.

### Role Purpose and Objectives

To work with District leaders to develop the District's digital presence and deliver the communications strategy, creating content to showcase the work of churches and Circuits within the District as well as District-led initiatives.

### Responsibilities

- Creating content for social media, scheduling posts and monitoring performance.
- Taking a lead on ensuring that all communications are on-message and fit with our brand guidelines.
- Monitoring of social media engagement and replying to communications enquiries with support from the wider team.
- Maintenance of the District website, including writing copy, uploading and maintaining content.
- Collaborating with colleagues to collate and prepare content for print publications such as newsletters.
- Producing and sending a regular e-newsletter to subscribers via MailChimp.
- Ensuring that all communications are accessible for a wide audience, including those using assistive technology.
- Maintenance of a library of photo and video content.
- Production of marketing materials, including banners, branded merchandise and similar.
- Providing regular reports to the Communications Strategy Group.
- Working with colleagues to develop internal communications such as staff newsletters.
- Carrying out any other duties commensurate with the role as agreed by the line manager.

## Person Specification

Attributes	Essential	Desirable	Method of Assessment
Education & Training	GCSE English and Mathematics Grade 5 or above, or equivalent.		Q
Experience	Experience of planning and delivering a variety of comms and marketing activities across a range of mediums and platforms.	Experience of creating video (shooting and editing, in app or other) and photo content for social platforms	A I
	Experience of editing and uploading website content (WordPress or similar)		A I
	Knowledge of how to make content and communications more accessible for a diverse audience.		A I
Skills and Abilities	Ability to communicate in a clear manner at all levels (written and verbally).	Ability to interpret social media and website analytics to review performance	A, I, P
	An ability to write engaging and clear copy for different audiences.		A, W
	Ability to demonstrate good attention to detail.		A, I
	Excellent IT skills including Office365 apps and SharePoint.		A, I
	Ability to manage competing priorities and meet deadlines.		A, I
Special Qualities or Aptitudes	Willingness to work as part of a team, and able to work flexibly with colleagues.		A, I
	Self motivated and proactive.		A, I
	Commitment to the Methodist Church's Justice, Dignity and Solidarity/EDI strategy		A, I
Any Other Requirements	Knowledge of the Methodist Church and it's structures, and in sympathy with the ethos of the Methodist Church.*		I

*Method of Assessment A – Application Form, I – Interview, W – Written exercise, P – Presentation, G – Group exercise, Q – proof of qualification (certificates or transcripts)*

\*Please note: Personal adherence to faith is not a requirement for this role, however we do require respect for the ethos and goals of the Methodist Church, and candidates will need to be comfortable with being present during acts of Christian worship, even though they will not be required to participate.

### **Safeguarding and Safer Recruitment**

The West Midlands Methodist District is committed to safeguarding and ensuring the welfare of children, young people and vulnerable adults, and expects all employees and volunteers to share this commitment.

The suitability of all prospective employees will be assessed during the recruitment process in line with this commitment. Any job offer will be subject to the completion of safer recruitment processes including review of references and a DBS check.

### **How to Apply**

Applications should be submitted electronically **in Word format** by email to [info@wmmethodists.org.uk](mailto:info@wmmethodists.org.uk) before the closing date and time. CVs will not be accepted.

**Closing date for applications:** Friday 10<sup>th</sup> October at 12 noon

**Interviews to be held:** Monday 20<sup>th</sup> October

**Start date:** as soon as possible