

## **Parish Communications Officer Guidelines for Effective Operations** **(Volunteer Position)**

Appointed by and responsible to: Rector/Wardens/Vestry

### **General Description**

The Parish Communication Officer (PCO) tells the Church's story in interesting and colourful ways. The PCO is also an important link between parishioners and parish leadership. At the Diocesan level, the PCO provides the liaison between the parish and the Synod Office/Diocesan Council, and also among parishes. Communication can be established by simply writing a letter or story, or by picking up the phone and telling others about events that might be of general interest throughout the Diocese. E-mail and the Diocesan website provide opportunities for more advanced communication; and the explosion of social media allows the PCO to communicate information to an unlimited audience. The PCO should either be a member of vestry or Bishop and Chapter, or be available to attend regular meetings.

### **Roles and Responsibilities**

#### **Parish Level**

At the parish level, the role of the PCO is: to establish a two-way connection between the rector, vestry and the congregation so that news and information can flow freely; to work closely with community service groups to facilitate mission and outreach opportunities for parishioners; and to spread the good news from the parish regarding these issues and any other items of interest.

#### **Diocesan Level**

An integral part of the PCO's responsibility is to encourage parishioners to become aware of and understand the benefits available to parishes from the Diocese, as well as the responsibility of the Diocese to parishes. Conversely, it is the PCO's responsibility to ensure significant events that occur in the parish are shared with the Diocese. This is done through regular and effective communication with the Diocesan Communications Officer (DCO) who can then disseminate information for inclusion in the calendar, the NB Anglican, the website, and e-news.

Ideally, the PCO will have the following experience and skills:

- Strong command of the English language
- Keen interest in writing and sharing stories
- Good oral and written communication skills
- Ability to work alone and in a team environment
- Computer skills with working knowledge of word processing and email
- Basic photography skills
- Willingness to learn
- Curiosity
- Good judgement
- Ability to give and take direction