

# The Parish of Chorley Saint Laurence



## Role summary: Volunteer - Publicity Officer

St. Laurence's Parochial Church Council (PCC) is seeking to appoint someone to this role

- to support lead people on specific projects and events by ensuring that appropriate publicity is prepared as required and using a corporate branding wherever possible
- to take a strategic overview of when different publications are required and to ensure they are available in all required formats
- to be aware of the deadlines of many local and national (where appropriate) publicity outlets
- to network with our partner organisations so as to promote mutual support (our church schools, other churches, community projects and local businesses), ensuring that printed posters are available if required
- to ensure that appropriately designed posters and fliers are sourced from the wide range of artistic talent available and identify new skills, so as to share the workload among a wide number of people
- to raise the visual online profile of St. Laurence's in the wider community (working in conjunction with the Friends Social Media Team if appropriate)
- to reach categories of people currently under-represented in our church congregation
- to liaise closely with the Friends of St. Laurence's Social Media Team
- to evaluate and review the publicity aspect of all events afterwards
- to liaise with those currently responsible for routine publications (Parish Magazine, Weekly notices etc)
- to assist with any minor website modifications

## The person required will ideally

- have a passion for promoting a positive and contemporary image of the church
- enjoy the challenges of strategic planning
- be proficient in the use of the Microsoft family, especially publisher and excel
- be willing to post to various social media sites as an event demands (Facebook, Instagram and Twitter)

## Working hours and environment

In order to make an impact on this significant area of development, the person appointed may wish to see this as a post of 8 hours a week (possibly worked as 4 hours twice a week). There would be computer facilities available and a desk available in the Standish Room to allow the person to maintain healthy boundaries between this work and home/family life.

## Working Expenses

Any working expenses would be reimbursed upon production of receipts

## Application process

**If you wish to apply for this post, please send your CV with a covering letter (outlining why you think you are suited to this post) to [office@stlaurencechorley.co.uk](mailto:office@stlaurencechorley.co.uk)**

## Timeline

Closing date for applications: Wednesday 31<sup>st</sup> July

Interviews: t.b.c. Any successful appointment is subject to satisfactory references