



Job Description

Job title	Head of Communications
Reporting to	Director of Communications and Marketing
Staff responsibility	Internal Communications manager, Content officer, Social Media and Digital Engagement lead, Senior Communications officer
Office Location	Swindon based, hybrid working available with an average of 40 per cent office presence

What we do

Around the world, we're translating, producing and distributing the Bible, helping people learn to read it and relate it to their everyday life, and equipping pastors, teachers and other Bible communicators to promote its message. In England and Wales, we're resourcing churches and individual believers to increase their confidence in the Bible and working to change the perception of the Bible in wider culture. We believe the Bible is God's gift to the world, and we want everyone to discover its message for them.

Summary of role

This is a pivotal leadership role at a significant cultural moment.

The Head of Communications will lead and shape Bible Society's communications and PR campaign strategy to ensure we are a clear, confident and compelling voice – within the Church, across the Christian landscape and in mainstream public life. Building on the momentum of *The Quiet Revival*, the postholder will help position Bible Society at the forefront of conversations about Bible confidence, culture and Scripture in contemporary Britain and beyond.

Reporting to the Director of Communications and Marketing, you will oversee all external and internal communications activity – including major PR campaigns, media relations, corporate communications, quality assurance, digital presence and reputation management. You will play a central role in driving proactive media opportunities, shaping national narratives, strengthening our public profiles and ensuring our messaging is theologically robust, culturally intelligent and strategically aligned.

This role requires a strategic campaign thinker, gifted communicator and inspirational leader – someone able to craft compelling narratives, navigate complex cultural issues with clarity and grace and lead a high-performing team to deliver standout, multi-channel PR campaigns. You will also equip senior leaders, including the Chief Executive, to communicate effectively and confidently.

Main responsibilities

Strategic leadership

- Develop and deliver an integrated communications and PR campaign strategy that advances Bible Society's mission and strategic priorities
- Help translate organisational strategy into compelling public narratives that resonate with church and mainstream audiences

- Support the Chief Executive in his outward-facing role, ensuring that engagements and communications effectively engage audiences and align with strategic goals
- Actively contribute to senior leadership meetings and strategic planning across the department and organisation
- Work with the goal leads, Publishing and Fundraising departments to shape and safeguard Bible Society's tone of voice, theological clarity and brand consistency across all communications

Media and Public Relation campaigns

- Set and oversee high-impact PR campaigns that shape national narratives around faith, culture and Scripture
- Lead and deliver a proactive media strategy, building a forward media grid and executing rapid response to relevant cultural moments, opportunities and risks as well as from research such as *The Quiet Revival*
- Build and maintain strong relationships with journalists, commentators and sector influencers
- Prepare and oversee press releases, statements, briefings, op-eds and spokesperson preparation
- Identify, recruit and support ambassadors, advocates and influencers to extend our reach and presence
- Lead on crisis and issues management in partnership with the Director of Communications and Marketing
- Work with our partner organisation Theos to promote the Bible in mainstream media and amplify public facing initiatives and campaigns

Editorial and content strategy

- Oversee the organisational content calendar to ensure coherence and consistency across publishing, fundraising and programme communications
- Work alongside the Head of Content to ensure high-quality written and multimedia output across all channels
- Lead the Quality Assurance function, ensuring all communications reflect our theological positioning, brand values and editorial standards
- Provide messaging frameworks, guidance and training to staff and communicators across the organisation

Digital communications

- Provide strategic oversight of Bible Society's website, social media presence and other digital channels ensuring clarity, consistency and effectiveness
- Ensure digital platforms are engaging, current and aligned with organisational priorities
- Use insight, analytics and audience understanding to inform decisions and improve performance

Internal communications

- Provide strategic direction for internal communication, ensuring staff are informed, engaged and aligned with the mission
- Work closely with the Internal Communications Manager to ensure delivery of clear and effective leadership messaging, staff updates and announcements
- Ensure internal channels are purposeful, well used and relevant

Corporate communications

- Take responsibility for the Annual and Impact Reports, ensuring compliance with charity reporting requirements while showcasing our work
- Support senior staff in their communications requirements, including drafting speeches, statements and other key communications

- Work collaboratively with clients, partners and internal stakeholders to present our work effectively
- Working with the Supporter Care team, responds to comments, questions and criticisms from supporters

Team leadership

- Lead, manage and develop a high performing communications team
- Foster a culture of excellence, accountability and creativity where individuals are engaged and can flourish and where strong performance is recognised and underperformance managed well
- Participate in the annual and bi-annual PDR process and conduct monthly one-to-one meetings
- Manage workflows, priorities, external suppliers and the budget, ensuring efficient use of resources

General

- Support the wider work of the Communications and Marketing department
- Adhere to Bible Society policies and standards in all your work including media law, data and brand compliance.
- Carry out other duties (commensurate with the role) which may be required to ensure Bible Society maintains its effectiveness
- Lead by example and participate fully in the corporate life of Bible Society, including by attending All Staff Meetings, team and departmental meetings as required

Who we need

Knowledge and skills

- Qualification in Marketing, Communications, Journalism or related field (desirable)
- Theological awareness and a strong understanding of the Bible
- An excellent knowledge of the church landscape and church audiences in the UK and abroad
- Clear understanding of mainstream and Christian media and how to plan and deliver multi-channel PR campaigns that shift awareness, sentiment and engagement
- Expert media handling: story development and sell-in
- Confidence to respond to challenging situations with agility, pace and wisdom
- Well-informed about current affairs and the current spiritual climate in the UK
- First-rate writing, editing, campaign messaging and copywriting skills to engage audiences across the breadth of the Christian church and those who are curious about faith and the Bible
- Ability to collaborate effectively with a range of internal and external stakeholders, including senior leaders
- Strong strategic thinking skills, with the ability to translate organisational priorities into compelling narratives Excellent presentational skills, with the confidence to address large and small audiences
- Digital literacy, with an understanding of how analytics, audience insight and digital trends shape communications effectiveness

Experience

- Proven experience operating as the senior communications lead (or number-two in a large team) in a complex organisation — ideally influencing executive-level decision-making and representing the organisation publicly
- Significant experience developing and executing organisation-wide messaging frameworks, ensuring consistency across multiple teams, channels and stakeholder groups

- Evidence of delivering measurable impact — for example, increased media reach, strengthened public perception, or demonstrable improvements in audience engagement across digital and offline channels
- Proven ability to lead and lead strong and effective teams
- Experience of working with designers, videographers and social media practitioners
- Track record of effectively managing crisis communications and PR
- Track record of publications experience (desirable)
- Some experience in the charity, Christian, fundraising or publishing sectors (desirable)

Personal attributes

- This post has an occupational requirement to be a committed and practicing Christian, able to lead devotions and prayer internally and externally and to ensure that all content reflects and communicates Bible Society's Christian ethos, including confident engagement with Scripture
- Ability to work independently and manage multiple projects and priorities within specified timeframes
- Confidence to work with senior staff up to Chief Executive level
- A pro-active team player with an excellent work ethic who builds excellent working relationships with colleagues
- Able to work well with colleagues and external stakeholders who hold a variety of beliefs
- Strong interpersonal skills with the ability to collaborate across teams
- Imaginative, entrepreneurial, creative and curious
- Ambitious for Bible Society to make an impact
- Commitment to making the Bible available and accessible while demonstrating its credibility and relevance

Culture and character

Culture

We're committed to building on our unique culture, which is based on our Christian faith and seeks to bring out the best in our people.

We want to build a culture that demonstrates our values:

Prayerful – we're honest, attentive and humble, because we work in the sight of God

Imaginative – we're experimental, creative and dynamic, because we're made in the Creator's image

Bold – we're willing to work hard and face hard questions, because we trust each other

Skilful – we study, learn and practise, making the effort to serve others with our best

Joyful – we enjoy our work and seek to build others up, because we're designed to flourish together

Character

As well as recruiting for talent, experience and expertise, we're interested in the character of our staff. We'd like to know how you demonstrate the following:

Character for leadership – you'll be self-aware and know what it takes to connect well with others, enabling you to inspire, challenge and support them.

Character for teamwork – you’ll have strong interpersonal skills, loyalty to and respect for colleagues, and a collaborative style of solving problems through a shared sense of common mission and purpose.

Character for followership – you’ll be committed to our vision and mission, and will constructively and proactively support these so we operate effectively.

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