



Communications Officer

St Giles' Cathedral, Edinburgh

Role Overview

St Giles' Cathedral is looking for a Communications Officer to help tell our story – not just as one of Scotland's most important historic buildings, but as a living church, a place of worship, a cultural space and a welcoming community that is truly *open to all*.

This is a hands-on, creative role at the heart of the Cathedral's life. You'll be responsible for building a clear, engaging communications approach that connects with people inside and outside the organisation – from congregation members and volunteers to visitors, donors, partners and the wider public.

Salary: £29,000-£33,000 (depending on experience)

Reporting to: Chief Operating Officer (working closely with the Minister, Master of the Music, Head of Heritage and Culture (“H&C”) and on occasion with the Community Committee Convener)

Purpose of the Role

To create and deliver a joined-up communications strategy that helps St Giles' share its story clearly, consistently and authentically across all platforms, growing the Cathedral's following by increasing engagement with local, visiting and online audiences. The role covers both external communications (brand, media, public engagement) and internal communications (staff, volunteers, congregation and governance bodies).

What You'll Be Doing

Telling the Story

- Build a communications process from the ground up that reflects St Giles' as a place of worship, heritage, culture and community
- Make sure everything we communicate reflects the Cathedral's vision of being welcoming and open to everyone
- Develop creative ways to tell our story – including interviews and conversations, visual projects, filming, and collaborative initiatives



- Support wider Cathedral priorities including growing engagement, increasing visibility and deepening public connection

Content & Messaging

- Write and edit high-quality content for press, web, social media, newsletters and publications
- Keep a clear overview of everything happening across worship, music, heritage and community life
- Action content requests from the Head of H&C, the Master of the Music and COO for events, exhibitions and concerts
- Manage a busy, diverse calendar, using clear, engaging communication to keep staff and stakeholders updated, including a weekly round-up of upcoming events
- Create content that speaks to a wide range of audiences – congregation, visitors, donors, civic partners and the public

Digital & Media

- Manage and develop the Cathedral website, including future redesign work
- Lead on social media content and planning
- Ensure website and digital platforms are well-organised, consistent and engaging and kept up-to-date
- Work closely with the Digital Media and Design Officer on visual identity and presentation

Media & Public Profile

- Build strong relationships with the Church of Scotland Press Office and with journalists and media across Scotland
- Proactively seek opportunities to raise the Cathedral's profile
- Handle media enquiries professionally and confidently
- Support major announcements and strategic projects

Internal Communication

- Put clear, simple internal communications systems in place
- Produce regular updates for staff, volunteers and governance groups
- Improve information flow between teams
- Help build a culture of openness, trust and collaboration

Relationships & Stakeholders

- Work closely with staff, volunteers, elders and congregation members



- Support communications with donors, partners and external organisations
- Use thoughtful, diplomatic communication to build trust and alignment
- Help bridge the spiritual, community and operational life of the Cathedral

About You

Essential

Skills & Experience

- Strong written and verbal communication skills and an ability to tell stories that connect with different audiences
- Recognised qualification in Communication Studies, Marketing or PR or equal relevant experience
- Confident communicator in person, in writing and with the media
- Experience managing websites, content systems and social platforms
- Understanding of digital communications and emerging channels
- Experience creating and delivering communications strategies
- Organised, reliable and able to manage multiple projects

Personal Qualities

- Warm, approachable and able to work well with a wide range of people
- Creative, thoughtful and ideas-driven
- Diplomatic, calm and emotionally intelligent
- Self-motivated but collaborative
- Values-led and aligned with the mission of St Giles'
- Flexible and comfortable working in a varied, dynamic environment

Desirable

- Experience in heritage, arts, culture or faith-based communications
- Media contacts in Scotland
- Understanding of the Scottish civic and cultural landscape
- Website redevelopment experience
- Knowledge of Church of Scotland structures



- Photography/video skills
- Experience supporting fundraising or donor communications

Working Environment

St Giles' Cathedral is:

- An active parish church
- Scotland's National Church and Edinburgh's Civic Church
- A major heritage site welcoming over 1.5 million visitors a year
- A venue for national, civic and cultural events
- A cultural hub for concerts and community activity

With visitor charging being introduced and a new five-year strategy in development, this is a unique opportunity to shape how St Giles' presents itself during an important period of change and growth.

Deadline: Friday 20th March 17:00

Interview date: Interviews week commencing Monday 30th March

