

Job Description

Marketing Officer, Cranmer Hall

OVERVIEW	
Job title:	Marketing Officer, Cranmer Hall
Responsible to:	Dean of Free Church Formation, Cranmer Hall
Responsible for:	N/A
Working alongside:	Cranmer Hall Operations Team (including the Communications Officer), St John's Alumni & Communications Officer, Cranmer Hall teaching and tutorial staff
Grade:	Grade 6 (St John's College scale)
Salary:	£33,951
Contract type:	Fixed term 2 years
Working arrangements:	Full time (35 hours per week, though requests for part-time work down to 0.8 FTE will be considered)
Pension:	St John's College Pension Scheme
Holidays:	27 days annual leave plus statutory holidays and University customary days
Start date:	20 April 2026 (subject to negotiation with the successful candidate)
Interview date:	20 March 2026
Closing date:	15 March 2026

About St John's & Cranmer Hall

Founded in 1909, St John's College has over the years pursued a two-fold vision: to offer training for church leaders within a world-class university while also offering Christian hospitality to students from a wide range of academic disciplines at undergraduate and postgraduate levels.

Cranmer Hall, the theological college within St John's College, is a vibrant and diverse Christian community forming Christlike leaders for today's church through transformational learning. We offer theological, ministerial, and formational training to Anglican ordinands, new and existing Free Church pastors and leaders, Children and Young People's workers, and independent students seeking to study theology, ministry, and mission within a confessional context. Alongside our

residential ordination pathway, our context-based pathway offers ordinands the chance to train whilst being based in a local ministry context.

Rooted in our Anglican and evangelical faith heritage, Cranmer Hall has over the years proved to be a generous, welcoming, and hospitable home for people training from a range of Christian backgrounds. Cranmer Hall has close links with the Department of Theology & Religion in Durham University and several staff are Honorary Fellows in the Department. We are excellent in our teaching, training, and research and creative in our engagement with the church and world.

Cranmer Hall delivers taught undergraduate and postgraduate programmes: the BA in Theology, Ministry, and Mission, the MA in Theology and Ministry, and the Doctorate of Theology and Ministry (delivered in partnership with Durham University's Department of Theology & Religion). Many of the students taking these programmes are also on a formational pathway preparing for a range of forms of ministry: ordained ministry in the Church of England, Free Church ministry, or Children's & Youth Ministry. In addition, we currently run a number of non-accredited training courses: Growing Leaders and the Foundations Course for lay leaders in local churches, and an Incumbent Leadership Development programme for clergy with children and youth ministry in their churches. In total we have almost 150 students registered on accredited academic programmes and around 200 people participating in our non-accredited courses.

Cranmer Hall thus has a unique role in training people in the context of the North East for mission in the North of England and beyond. A recent Periodic External Review, conducted by the Ministry Team of the Church of England, described Cranmer as 'comfortable in its own skin, gracious, kind, hospitable and caring, and where academic rigour is carefully married with formational excellence.'

Vision and Purpose

The Marketing Officer is an exciting new role with scope for innovating, pioneering, and developing Cranmer Hall's public profile and presence. The appointee will work creatively with the whole team and will make the most of existing and new possibilities to represent Cranmer to external stakeholders. The ultimate goal is to ensure that we are maximising opportunities to promote and advertise the strength and variety of the training and study options that we offer, in order to support strong recruitment in a context of significant and evolving change in the landscape of higher education and vocations to ministry.

Key Responsibilities

Marketing and Content Creation

- Design and deliver multi-channel marketing campaigns (digital, print, social media, and email) to enhance awareness of and engagement with the training that Cranmer Hall offers.
- Undertake market research to understand the landscape of theological education and training, in order to inform our marketing and communications and to feed back into design and delivery of academic programmes and training courses.
- Design and produce marketing materials to which align with Cranmer Hall's identity and values to a high standard, including promotional videos and footage.
- Write, edit, and proofread engaging copy for platforms including website, newsletters, and social media.

Event Co-ordination

- Plan and attend open days and other promotional events, including scope to innovate and develop new events whether online, in Durham, or elsewhere.
- Coordinate Cranmer Hall's presence at vocations events and Christian conferences, including briefing and training students and staff.
- Attend, speak, and represent Cranmer Hall at events and conferences (including some travel, overnight stays, and evening and weekend working).

Relationships

- Develop and maintain connections with potential funders, supporting Cranmer Hall Officers (Senior Leadership Team) in seeking to establish and nurture key grant funding relationships.
- Develop and maintain connections with alumni, building on an existing termly mailing.
- Manage relationships with external agencies, printers, and designers.
- Support tutorial and teaching colleagues in promoting Cranmer Hall, including in their public speaking and popular writing, in their engagement in vocations events and conferences, and in their interviewing and admissions work.
- Work with current students to produce content.
- Liaise with and support colleagues (particularly the Admissions Secretary, Communications Officer, and St John's Alumni & Communications Officer).

General

- Maintain awareness of and compliance with relevant University and College policies, regulations and procedures.
- Maintain continuing professional development.
- Undertake all other duties appropriate to the grade and role, as directed by line manager or Cranmer Hall Officers.

Person Specification

	Criteria	Essential	Desirable
1	Demonstrable passion for, and experience in, marketing and communications	X	
2	Ability to work constructively within a faith-based organization	X	
3	Excellent IT skills including use of email, calendar, word processor, spreadsheets, and databases	X	
4	Experience of using digital and social media to grow engagement and organisational reach	X	
5	High attention to detail, and ability to produce accurate work to deadlines and under pressure	X	
6	Experience of copy writing and proofreading	X	
7	Basic experience of graphic design, photography, and/or video skills	X	
8	Excellent interpersonal skills and able to relate well to colleagues and external stakeholders	X	
9	An exceptional level of self-awareness and ability to serve in a confidential, collaborative, and resilient manner, including working effectively within teams	X	
10	Experience of alumni or supporter relationship management		X
11	Experience of working within the University and/or charitable sector		X
12	Advanced skills in graphic design and typesetting		X
13	Advanced skills in photography, video editing, sound editing		X

Application Process

Applications should be by covering letter demonstrating how the candidate meets the criteria in the person specification, accompanied by a CV and the names, addresses, email addresses, and telephone numbers of three referees.

All documents should be emailed to cran.exec@durham.ac.uk

For an informal conversation, please contact the Warden of Cranmer Hall, Revd Dr Nick Moore, cranmer.warden@durham.ac.uk, or the Communications Officer Brittany Hurlbert, cran.exec@durham.ac.uk

Closing date for applications: midnight Sunday 15 March 2026

Date for interview: Friday 20 March 2026