Anglican Communications Research Project





Tirohanga whānui | Overview

This project description for the Anglican communications research is issued by Kurahautū – The Archbishops’ Wayfinder Unit.

Kurahautū – The Archbishops’ Wayfinder Unit is the Archbishops’ research and advisory group. Kurahautū leads wānanga and talanoa in Aotearoa and Polynesia to provide research for Mihinare leadership in church and public discourse.

Kurahautū and the work that we undertake is informed and guided by three compass points. In all that we do we strive to be Mātauranga led, Mihinare grounded and Navigation focused.

Kurahautū is seeking a research report to help us identify the current online presence of the Anglican Church in Aotearoa, New Zealand and Polynesia. This would include, but is not limited to: marae, kura, parishes, Hui Amorangi, Dioceses, house churches, kapa haka groups, and Anglican ministries of many kinds in both urban and rural contexts from across ngā motu. This report will record and present findings from a wide sample of online Anglican communications.

**Why should you apply?**

This three-month Anglican Communications “Status Quo” research project is a unique opportunity to help our Church as we shift our communication paradigm for this Church across Aotearoa New Zealand and Polynesia. If you care about good communication in mission and ministry you will find this an exciting project to be part of.

**Submitting your application**

To apply, complete the online [Communications Researcher Application form](https://docs.google.com/forms/d/e/1FAIpQLSc5xEl30je1s8l16LTzisWEA7BATbWKxQ2e7suz86DL4BNrfw/viewform). Ensure you include all attachments and reference material (i.e. you may wish to add your Curriculum Vitae, relevant research abstracts, or written references). If you cannot access the application form online, please let us know and we can email it to you as a text document.

Please note the contract may be offered in whole or part according to the skills we identify in applicants. Contract hours may be awarded to more than one successful applicant, but it is unlikely this contract will be split more than three ways.

**What’s important to us?**

Kurahautū is looking for people who have the capability and experience needed to deliver the research within the timeframe and parameters we have set out in this description; applicants need to demonstrate that they can manage their time and work progress well. Compiling the hard data collected in the research and reporting this effectively is a key component of this role. We will prioritise researchers who actively support the Anglican Church and its aims.

**Key outcomes for this project will be:**

A comprehensive report and executive summary that shows how Anglicans are communicating about and to our Hāhi in online media.

Researchers will need to ensure that their research and reporting includes the following:

Details of how and in what form Anglicans are communicating about our Church online across Aotearoa, New Zealand and Polynesia

A wide sample of subjects, reflecting our diversity as people and communicators; being sure to include subjects across region, age, gender, clerical-lay, tikanga, cultural context, communications platforms, media types and ministry context.

**What we don’t require**

Kurahautū does not seek an abstract analysis of the Anglican communications context or a concluding proposal. This project’s aim is to record the breadth and reach of existing Anglican communications.

Te Rangahau | The research

This survey of Anglican online communications will demonstrate the range of communications now online produced by Anglicans and Anglican institutions, from leadership level to local grassroots mission and ministry. Kurahautū aims to establish the current communications reach of the Anglican Church in order to identify where the current models need renewal and reconfiguration to maximise the reach and effectiveness of Anglican communications.

**Sources**

To meet the needs of this project the report will provide a representative sample of Anglican online communications from Anglican bodies across:

Tikanga and nations

National ministries or ministry groupings

Diocesan and Hui Amorangi level

Individual Anglican influencers/commentators

Anglican institutions

Ecumenical/shared ministry contexts

Local Anglican ministries/churches

**Weighting for diverse Anglican perspectives**

The researcher(s) will weight their enquiry to ensure we look for communications from a variety of contexts: different regions, ages, genders, clerical/lay, tikanga and cultural contexts, church traditions (i.e. Evangelical, conservative, Ringatū, liberal, cooperating, Anglo-Catholic), urban-rural and a variety of ministry contexts (i.e. social service, mission and evangelism, kapa haka, education, liturgy and worship, youth, children, justice and inclusion).

**Platforms and media content types**

This research will provide a representative sample of online communications that is based on (but not limited to) a survey of:

Social Media content: Twitter, Instagram, Blogs, Facebook, etc.

Video sharing: TikTok, YouTube, Vimeo etc.

Anglican apps, Anglican content on third-party Christian apps

Electronic newsletters (internal and public)

Media commentary on cultural issues/religion

Professional editorial content: news articles, comment pieces, feature articles, extended caption visual stories etc.

Online broadcast content: TV news, Radio programmes, Podcasts, video stories, features, series

Digital photography and visual arts content

Church-wide, Hui Amorangi and Diocesan news embedded on websites, newsfeeds, etc

**Researcher standards**

All work undertaken as part of the Anglican Communications Research Project must be carried out in compliance with professional standards for behaviour outlined in the Anglican Church in Aotearoa, New Zealand and Polynesia’s Title D Canon I on Ministry Standards.

**Broader Outcomes**

The aim of the Anglican Communications Research Project is to establish the current spread and impact of the Anglican Church’s communications, both within the church and the wider society. This allows us to set the starting point for innovation and creative development for the Church’s network of communicators and its official communications vehicles. Our vision is to look for a new way that Anglicans can collectively improve our ways of communicating who we are and what we do in Christ as Anglicans – both with one another and the world.

**Background**

Background work on whole Church communications has previously been provided by the General Synod Te Hīnota Whānui Communications Commission and the Anglican Media and Communications Office. Using this report, we hope to then find a new models for Anglican communications that can be presented for the Church’s consideration.

**Key outcomes**

The research report needs to present data within a report that identifies the Mihinare communications status quo throughout our diverse contexts.

Kairangahau | Researcher

**Skills**

We are seeking researchers that have demonstrated their ability to complete research, or written projects, to a high standard within a set time-period and research parameters.

**Conditions**

A willingness to be guided by the values of Kurahautū, which are Mātauranga led, Mihinare grounded, and Navigation focused.

Applicants need to provide evidence of a good understanding of the Anglican Church in Aotearoa, New Zealand and Polynesia and its aims.

Applicants must assent to working within the Ministry Standards outlined in Title D Canon I of the Anglican Church in Aotearoa, New Zealand and Polynesia.

**Other information**

We expect the report delivered to be a detailed report of findings and a summary presentation in a format to be negotiated with Kurahautū.

The report must be delivered to the Kurahautū point of contact by the negotiated due date.

Payment will be on successful delivery of hours and milestones as detailed in this document.

**Contract term**

The following are the anticipated contract terms and options:

The contract will run for a term of 12 weeks. The contract may be extended two times with each extension totalling two weeks. The maximum term of the contract is four months.

**Contract value**

Contract value is calculated at 160 hours desktop research, 160 hours setting up and conducting interviews (online or in-person), and 80 hours report writing. Total value of contract equals 400 hours, paid at the hourly rate of between $27.50- $35.00 gross, dependent on experience and qualifications.

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| Description | Indicative hours for delivery |
| Written summary of digital communications surveyed/ Tikanga-wide, Episcopal Units, Anglican Institutions, samples of regional and local communications, social media presence, independent Anglican content producers: Media type, numerical reach, frequency, gaps. | 160 hours / 4-5 weeks into contract |
| Completion of interviews about the reach of Anglican communications in ANZP, effectiveness of different formats | 160 hours / 7 - 9 weeks into contract |
| Written summary of communications surveyed, description of sample limits and weighting. Provide presentation on report findings. Make final edits/corrections and present report and final presentation. | 80 hours / 11-12 weeks into contract |

Please feel free to contact us to ask any questions regarding the research project.

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