

The Church of England is pleased to announce the appointment of Tashi Lassalle as Director of Communications.

Bringing extensive experience of leading communications and marketing teams in the financial and professional services sectors, both in the UK and overseas, Tashi will oversee the work of the Church of England's communications department, working across traditional media, digital platforms and publishing.

Based at Church House, Westminster, the department serves the Archbishops' Council, the Church Commissioners and the Church of England Pensions Board as well as working closely with Lambeth and Bishopthorpe Palaces, bishops' offices, dioceses and cathedrals.

Tashi, 39, has held a series of senior posts in the brand and marketing fields, most recently as Head of Communications and Marketing for Lloyd's of London and previously as Head of Communications at Actis, the private equity firm. She has lived and worked in the US and Denmark as well as London.

She came to faith as a student at Cambridge. She worships at St Mary's, Long Ditton in Surrey.

She said: "The Church of England makes a unique contribution to the spiritual, cultural and social fabric of this country.

"It has a bright and vibrant future.

"It's a great privilege to take up this position.

"I look forward to serving and enabling the life changing vocation of the Church's diverse ministry and mission."

William Nye, Secretary General to the General Synod, said: "We are very glad to welcome Tashi Lassalle to the post of Communications Director for the Church of England's national institutions.

"She combines a personal commitment to the mission of the Church with wide professional experience in a range of sectors.

"She will help us build on the existing strengths of our communications effort across multiple channels, recently recognised in awards for our digital evangelism campaigns."

The Bishop of Norwich, Graham James, said: "I'm delighted to welcome Tashi to her new appointment.

"Her experience and imagination will be a huge asset to the Church of England in its task of proclaiming the gospel in an age of social media.

"She knows the scale of the challenge and I wish her well in all that lies ahead."

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