

Job description

March 2017

Marketing Manager

Cathedral Purpose Statement

Inspired by Christ, Chester Cathedral seeks to encourage personal, city and regional growth through:

- Worship and prayer
- Learning and discipleship
- Serving our city, region and diocese
- Conserving and developing our buildings and heritage
- Welcome and hospitality
- A sustainable and ethical business operation

Overall Purpose of the Job

Chester Cathedral hosts a busy programme of services and events and welcomes around 300,000 tourism visitors each year. The Marketing Manager's role is to:

- Plan and implement a marketing strategy for the Cathedral (including the Falconry and Nature Gardens) to encourage visits.
- Coordinate PR, press and media activity.
- Coordinate on line and social media activity.
- Be a member of the senior management team, attending strategic planning meetings.
- The Marketing Manager reports to the Director of Commercial Operations.

Marketing planning

- Create and maintain a rolling 12 month marketing and communication plan in conjunction with Departmental managers.
- Input into the yearly budget process and coordinate spend across all departments to ensure it is carefully prioritised and within budget.
- Participate in the Visitor Survey process, inputting into the questions asked, attending debriefs and acting on the information provided to enhance and develop the marketing and communication plan.
- Grow and manage the audience / visitor database to ensure events and activities are promoted effectively and that data held conforms to legal regulations.

Marketing collateral

- Manage contracts with design agencies to ensure the quality of work is of a high standard, costs are well controlled and the work is delivered in a timely and prioritised fashion. This may involve working with a number of different agencies.
- Produce basic print and marketing materials in house when appropriate to minimise design costs.
- Produce text copy for leaflets and other materials.

- Own and champion brand guidelines, to ensure a consistent and professional approach to print and digital media. This may include redesign of any works deemed unsuitable for display, feeding back to those responsible and producing acceptable solutions.
- Monitor all print locations across the site to ensure everything is in date, in the correct location and in good condition.
- Manage sign off on artwork with the senior management team and other relevant colleagues.
- Work closely with dept heads to ensure collateral is delivering its intended purpose, altering and redesigning where necessary or developing different solutions.
- In partnership with the Visitor Engagement Manager ensure collateral is delivered and stocked by external organisations such as tourism offices, accommodation providers and other visitor attractions.

Website

- Manage the web site contract to ensure the site is suitable for purpose, accessible at all times, well designed and that costs are well controlled.
- Ensure that web site content is up to date and key messages, events or activities are prioritised.
- Continue to refine the web offer, resolving in a timely fashion any glitches or problems.
- Ensure the landing page for WiFi users is in place and updated on a regular basis.
- Manage the use of analytics software to maximise the effectiveness of the website.

Social media

- Manage the social media content for official Cathedral accounts and. This may involve the supervision of staff directly employed by the cathedral, student placements or a 3rd party provider.
- Manage the monitoring of Trip Advisor reviews, using them for PR purposes and responding where necessary.
- Investigate new social media applications and implement use where appropriate.
- Explore social media paid for advertising and use if it delivers good value for money and is within budget constraints.
- Participate with suitable social media groups such as mumsnet.

PR

- Production of internal and external documents promoting activities and events in the cathedral including, annual reports and monthly newsletters.
- Manage emergency PR and crisis communications in liaison with key personnel including the Dean and Vice Dean.
- Write press releases for upcoming events and activities and in response to external queries.
- Write awards submissions.
- Manage the delivery of the schools holiday newsletter, ensuring content is correctly prioritised, well designed and sent in timely fashion.
- Develop relationships with key marketing groups such as Marketing Cheshire and work in partnership with other PR depts. as and when required.

Press, news TV and radio

- Generate and monitor media coverage, developing media campaigns as appropriate and where budget allows.
- Delegate responsibility to office staff for the collation and storage of media coverage.

- Report to senior management on media coverage of the cathedral and deal with any issues arising.
- Build and maintain good relations with the media.

Exhibitions

- Work as part of Exhibition planning groups as and when they are created, to ensure Marketing is effectively budgeted, planned and delivered to maximise visitor numbers and income.
- Support and provide guidance to the Exhibitions manager and Director of Commercial Operations in the decision making process.

Events

- Work as part of Event planning groups as and when they are created, to ensure Marketing is effectively budgeted, planned and delivered to maximise visitor numbers and income.
- Support and provide guidance to the Event manager and Director of Commercial Operations in the decision making process.
- Support the Visitor Reception Manager and Events team in the maintenance of the ticket booking / box office system to ensure the visitor welcome team have the facility to effectively sell event tickets and the web based booking system operates effectively.

Visitor Team

- Work closely with the Visitor Engagement Manager to ensure the marketing plan and new business plan dovetail effectively and are beneficial to each other.
- Liaise with the Visitor Reception Manager to ensure the visitor welcome team have suitable literature to perform their role effectively.
- Provide advice and support to the Visitor Engagement and Reception managers in the design and print of new external and internal signage.
- Take an active role in the cross promotion of activities in the Cathedral.
- Develop a good knowledge of the Cathedral and have the ability to pass this onto staff and volunteers.

Health & safety

- Be aware of the current health and safety policy and procedures.
- Ensure that you are trained in current fire evacuation procedures.
- Work safely personally.
- Ensure that areas of responsibility are kept in safe order and condition.
- Report any discovered hazards or potential hazards immediately to the Health and Safety Manager and the Director of Commercial Operations.
- Ensure accident records are completed.
- Be aware of current safeguarding policies and procedures and be vigilant to their application.
- This role may be subject to DBS clearance – while it is not necessary for the role as it is described in this document, there may be circumstances when this will be required in the future.

Training & development.

- The individual will be expected to attend training courses and meetings as required and to keep alert to legislation and other changes and opportunities for personal development.

Other.

- The individual will be required to work some weekends and evenings, which can be claimed back in lieu.
- Perform any other reasonable requests associated with the role.

Person specification

Essential Skills / Experience:

- Excellent verbal and written communication skills.
- Good attention to detail and well organised.
- Experience of managing successful marketing activity.
- Experience of managing successful PR activity.
- Experience of working to tight schedules.
- A strategic thinker.
- Comprehensive IT skills, including Microsoft Office and social media applications.
- Work well under pressure, experience of managing crisis comms.
- Friendly and outgoing personality.
- A team player who operates collaboratively.
- Sympathetic towards and support the mission and values of the Cathedral.

Desirable Skills / Experience:

- Experience of working in a busy heritage site or tourist attraction.
- Creative and innovative approach.
- CIM diploma or equivalent experience.