



CHESTER CATHEDRAL

Marketing Assistant

Job Description

Chester Cathedral is an ancient abbey of international importance that has played a significant part in shaping the history of the City. It still plays an important part in the spiritual, cultural and civic life of Chester and beyond. The site includes the Cathedral, with the most complete set of monastic buildings in the country, the Georgian square and streets and the largest green spaces within the walls, including the scheduled ancient monument, the Roman barracks, beneath the Dean's field.

As a major place of daily Worship, a tourist attraction and a community venue, the Cathedral welcomes around 300,000 visitors each year and operates as a vibrant and diverse destination with a large team of staff and volunteers.

Overall Purpose of the Job

Chester Cathedral hosts a busy programme of services and events and welcomes tourism visitors each year to the cathedral, its gift shop, refectory café and falconry centre. Supporting the Marketing Manager, the individual will assist across all aspects of the marketing function, with an emphasis towards digital media, content and engagement.

Duties:

- Develop and deliver a content management plan that promotes cathedral activities, inspires conversation and engagement, and drives online traffic
- Be an advocate for the cathedral, engaging with our audience and answering questions where appropriate
- Assist in the growth of communities across all social media platforms
- Manage the day-to-day operation of the website content management system
- Lead on email marketing campaigns - managing the full cycle from design to reporting
- Research and develop relationships with appropriate key influencers
- Create visual assets for social media platforms
- Report, with supporting metrics, to ensure performance and quality control of web and social media content
- Be aware of potential new opportunities and developments in marketing technology
- Work with the Diocese communications team on joint campaigns and content
- Assist the Commercial team in creating and delivering campaign ideas and content that will resonate across multiple platforms and with key demographics
- Supporting the Marketing Manager with CRM activity, including, but not limited to, data management and entry

Other administrative tasks:

- The Marketing Assistant will be involved in the production of a variety of reports as necessary.
- The Marketing Assistant will also be expected to support the wider administrative team in managing telephone calls, box office telephone calls, visitors to the building, covering the reception desk when necessary and other ad hoc administrative tasks

- The Marketing Assistant may need to attend management meetings to present information as appropriate
- The individual will be expected to contribute to the smooth running of this small department, making recommendations and improvements whenever possible
- The nature of the work will require use of Microsoft office and other software packages

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.
- Report any discovered hazards or potential hazards immediately to the Health and Safety Committee.
- Be aware of current safeguarding policies and procedures and be vigilant to their application.

Training & development:

This job description is intended for operational purposes only and does not form part of a contract of employment. It will be subject to regular review and the Marketing Assistant will be expected to perform other duties not expressly specified within this job description.

Working Pattern:

This role will be 22.5 hours per week. Days worked will be agreed with the Marketing Manager and occasional evening or weekend work may be required in order to attend specific events.

Accountable to:

The Marketing Manager

Person Specification

	Essential	Desirable	How Assessed
Confident and outgoing personality	✓		I
Previous digital marketing experience		✓	A / I
Demonstrate previous success in a similar role		✓	A / I
Excellent verbal and written communications skills	✓		A / I
Excellent grammar and spelling	✓		A / I
Demonstrable passion for marketing communications	✓		A / I
Excellent customer service	✓		A / I
A good understanding of the latest digital marketing techniques including social media	✓		I
Professional, resilient with a 'can do' attitude	✓		I
Excellent attention to detail	✓		A / I
Good organisational and prioritisation skills	✓		I
Excellent IT skills	✓		A / I
Knowledge of, or experience with design software	✓		A / I
Self-motivated, eager to develop, team-player	✓		A / I
Demonstrable creativity in marketing		✓	A / I
Able to use Google Analytics or similar tools		✓	A / I
Ability to analyse and identify digital trends and make recommendations		✓	A / I
Sympathetic towards and support for the mission and values of the Cathedral	✓		A / I
Previous experience of CRM		✓	A / I
Knowledge of, or experience with SEO/PPC		✓	A / I
Experience in paid social media campaigns		✓	A / I
Video editing experience		✓	A / I

Key:

- A – Application form and covering letter
- D – Documentation (certificates)
- I – Interview

Chester Cathedral's Vision, Strategic Aims and Values

Vision

We will provide a diverse, accessible and inspiring experience. We will be thought provoking and challenging, fun and entertaining.

Strategic Aims

Worship & prayer

We will have inspiring services that offer a glimpse of the glory of God.

Learning & discipleship

We will help enquirers become disciples. Offering opportunities to grow faith, develop learning and explore heritage.

Welcome and hospitality

We will provide a positive and fulfilling experience for visitors, worshippers and pilgrims, offering a warm welcome in accordance with our Benedictine tradition. We are here for everyone.

Serving our city region and diocese

We will grow and nurture mutually beneficial relationships.

Sustainable and ethical business operation

We will be financially self-sustaining through a well administered, varied and thriving business, continuously innovating and developing new opportunities.

Conserving and developing our buildings and heritage

We will conserve the cathedral's heritage allowing it to evolve and remain relevant and meaningful in today's world.

Values

Throughout everything we do, we will be:

- Welcoming
- Good listeners
- Show respect
- Have great passion for our roles.

We will regularly measure ourselves against these values and create development plans to achieve them.