



CHESTER
CATHEDRAL

Marketing and Communications Manager Permanent

Chester Cathedral will follow Christ through Discovery, Encounter and Faith

Chester Cathedral has been built by generations of people expressing their Christian faith through craftsmanship. The cathedral stands in the Benedictine tradition of hospitality and welcome. It continues to be a living and working church where diverse people can gather to worship God and out of which a faithful community seeks to offer loving service to society.

Visitors to Chester Cathedral will find at first sight a magnificent building and an awe-inspiring place filled with beauty. On second glance they may begin to appreciate some greater significance in what they see. The more opportunity people are given to discover the stories of this place at their own pace and in their own way, the more they will find.

The Cathedral is not only filled with things, however. This is a place where people gather and do some journeying in company with one another. It is easy to get lost, or feel lonely in any community. If we are to be a place of encounter then every person who visits will need to feel valued and respected. Furthermore, this is a sacred space in which there is a real sense of the Kingdom of God. Visitors who want it should find space simply to be quiet and think.

The opportunity to discover something new may lead to a first step through the doors. Encountering others who work and gather here and encountering God can follow. For some there may be a further step of faith still to be taken. Through invitation to worship, faithfulness to the Gospel and confident witness to Jesus Christ we need to help those who come to inquire about or explore Christian faith.

The Very Revd Dr Tim Stratford
Dean of Chester

Overall Purpose of the Job

Chester Cathedral hosts a busy programme of services and events and welcomes around 300,000 tourism visitors each year. This role assumes a crucial position within our Communications Team, which comprises Communications, Fundraising and Marketing. Working collaboratively with the team, the Marketing & Communications Officer's role is to:

- Assist the Communications Director in managing all aspects of the Cathedral's online content platforms (including supporting the Digital Streaming team) and implementing the Communication, Marketing and Fundraising plan
- With the Communications Director, plan and implement a marketing strategy for the Cathedral to encourage visits
- Support the Cathedral's fundraising activities with relevant marketing and PR support

Marketing Planning

- With the Communications Director, create and maintain a rolling twelve month communications and content plan, in conjunction with the marketing strategy and the Cathedral's Strategic Plan
- Input into the annual budget process and coordinate spend to ensure it is prioritised and within budget
- Participate in the Cathedral's visitor insight programme, inputting questions asked, analysing results and proposing development of the communications and content plan
- Grow and manage the audience database to ensure events and activities are promoted effectively and that data held, and its use, conforms to legal regulations and best practice
- Work with the Communication Director and Fundraising Manager to develop a six-month marketing and social media plan for the re-launch of the Organ Appeal, and a potential membership scheme
- Support the Fundraising Manager in the creation of an on-line giving strategy

Marketing Collateral

- Manage relationships with designers 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
- Produce print and marketing materials in-house when appropriate to minimise design costs
- Produce written 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
- Manage sign-off on artwork with the Communications Director and other relevant colleagues
- Work closely with Department heads to ensure collateral is delivering its intended purpose, altering and redesigning where necessary or developing different solutions
- Ensure collateral is delivered and stocked by external organisations such as tourism offices, accommodation providers and other visitor attractions

Website

- Manage the website contract to ensure the site is suitable for purpose, accessible at all times, well designed and that costs are well controlled
- Ensure that website content is up-to-date and key messages, events or activities are prioritised

- Implement activities and tactics to maximise user experience and user journeys to drive conversion
- Undertake and implement SEO activity where appropriate
- Continue to refine the web offer, resolving in a timely fashion any glitches or problems

Social Media

- Jointly manage the social media content for official Cathedral accounts. This may involve the supervision of staff directly employed by the Cathedral, volunteers or third-party providers
- Create and manage social campaigns in both conception and delivery
- Input into Fundraising applications when the funder asks for information on how the grant and project will be marketed
- Develop and execute stand-alone communication, PR and marketing plans when required for externally funded projects and grants
- Working with the Marketing Communications Assistant, refine and publish content as per the Cathedral Content Plan
- Ensure all content produced is of appropriate style and tone; and meets all internal and external guidelines
- Monitor third party review sites, such as Google and TripAdvisor, using them for PR and social media purposes, and responding where necessary
- Utilise digital channels as appropriate to promote Chester Cathedral and its events, services and offer
- Using Adobe InDesign or similar, produce images and graphics for web and social media use
- Investigate new social media platforms, and implement use where appropriate
- Collate impact data of social media outreach and engagement for Fundraising applications

PR and Communications

- With the Communications Director, formulate and execute the Communications plan
- Create and maintain good relationships with local press, stakeholders and influencers
- Write and distribute press releases for upcoming events, activities, internal successes and externally funded grants
- Develop and manage the delivery of the schools holiday newsletter, ensuring content is correctly prioritised, well designed and sent in a timely fashion
- Generate and monitor media coverage, developing media campaigns as appropriate and where budget allows
- With the Communications Director, ensure all communications activity is ICO and GDPR compliant

Events & Exhibitions

- Support events to ensure marketing and communications are effectively budgeted, planned and delivered to maximise visitor numbers and income
- Support and provide guidance to the Events Manager and Commercial Director
- With the Communications Director, create and execute a regular B2C e-newsletter
- Support Events Manager: representing the customer with regards digital customer journey for event booking process

Admissions and Retail Team

- Liaise with the Admissions and Retail Team to ensure they have suitable literature to perform their roles effectively
- Lead 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

Analysis, research and content performance

- Use analytics to monitor social media and website and report on performance to ensure content reflects changes in trends and is achieving its objectives
- Ensure that all Cathedral resources are utilised effectively and responsibly, through a culture of continuous improvement which delivers value for money and quality service standards
- Monitor and benchmark the content and digital offering from other faith institutions, heritage venues and entertainment venues to guide the Cathedral in the development of its digital strategy and offering and make recommendations to the Cathedral team (including the Executive and Chapter)

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 Commercial Director
- Ensure accident reports are completed
- Be aware of current safeguarding policies and procedures and be vigilant to their application

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

Safeguarding

- All staff and volunteers must take part in mandatory basic awareness training in safeguarding before starting.
- 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.

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

Diversity

Chester Cathedral is a place for everyone, and we are always aiming higher, aspiring to welcome and be representative of the community at which we sit at the heart. Through our people, we are building a culture which embeds respect, integrity and welcome and an organisation in which people are engaged and empowered to enable the Cathedral to develop and evolve.

Chester Cathedral is committed to equality, diversity and inclusion for all its staff and volunteers, and we are explicitly inclusive of all, whatever their gender, race, sexual orientation, gender identity, or disability. In line with this commitment, all applicants will be considered on the basis of suitability for the role regardless of any discrimination which is unfair or unreasonable. There are a limited number of roles at Chester Cathedral that are subject to a

genuine occupational requirement for the post-holder has a commitment to the Christian faith. In these cases such a requirement will have been made explicit in the advert and role description. Where a genuine occupation requirement is not asserted the Cathedral will consider all applicants regardless of religious affiliation.

This job description does not form part of your contract of employment.

Remuneration:

Salary: £23,000 - £24,000 per annum
Hours: 37 hours per week
Holidays: 28 days, including bank holidays
Pension: 5% matched contribution plus additional 5% non-contributory

Application Process

Applications must be made on the cathedral's standard application form which is available at <https://chestercathedral.com/about/vacancies/> or by contacting recruitment@chestercathedral.com and accompanied by a covering letter.

Applications should be sent to recruitment@chestercathedral.com or to 9 Abbey Square, Chester, CH1 2HU by Sunday 18th July 2021

Person Specification

Attributes	Essential	Desirable
General	<ul style="list-style-type: none"> • Be in sympathy with the aims and ethos of the Cathedral as a Christian organisation and centre of mission worship • Able to work as part of a small team – it is crucial that working relationships across the entire Cathedral team are positive and mutually-supportive • Have a flexible and enthusiastic approach to work and be able to adapt to the changing demands and responsibilities of the post 	
Qualifications and Training	<ul style="list-style-type: none"> • Educated to degree level (Marketing and/or Digital Marketing) or equivalent qualification, or five years experience in marketing 	<ul style="list-style-type: none"> • Experience of working in a church setting, the public/voluntary sector, or a heritage/visitor destination
Experience	<ul style="list-style-type: none"> • Demonstrable experience in planning and managing marketing campaigns • Demonstrated success in managing brand presence online • Previous PR experience, or demonstrable experience in digital PR • Ability to be 'creative' with a relative small marketing budget 	
Knowledge, skills and abilities	<ul style="list-style-type: none"> • Excellent attention to detail • Good creative writing and grammatical skills in order to produce relevant and accurate 	<ul style="list-style-type: none"> • Good understanding of Chester Cathedral and its offer to its many audiences • Experience in CRM systems

	<p>content</p> <ul style="list-style-type: none"> • Sound understanding of social media platforms, and third-party scheduling/monitoring • Working knowledge of Adobe CS (specifically InDesign) and/or other platforms to produce graphics, etc. • Experience with CMS systems or similar website experience • Excellent computer skills; use of MS 365 and its components • Experience of working with freelance creatives and/or creative agencies • Ability to obtain, analyse and assimilate information (market research and analytics) • Able to work on your initiative as well as effectively operating as part of a collaborative team • Organisational ability to prioritise tasks within competing work demands and meet pressurised deadlines. 	<ul style="list-style-type: none"> • Working knowledge of HTML • Experience with Ticketsolve (box office software)
<p>Personal Qualities</p>	<ul style="list-style-type: none"> • Demonstrable passion for marketing • Can confidently and positively work with colleagues, Cathedral Governance and partner organisations in a variety of situations, both face to face, email, social media and over the telephone 	<ul style="list-style-type: none"> • Demonstrable passion for marketing within a tourism, heritage or cathedral setting