

Application Pack

Business Development Manager – August 2020



WORCESTER
CATHEDRAL

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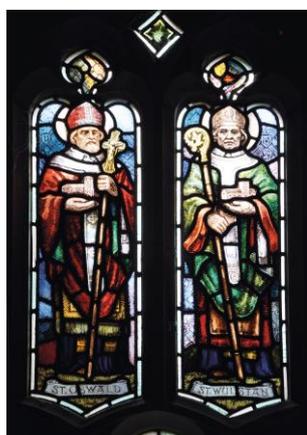
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WORCESTER
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About Worcester Cathedral



Worcester Cathedral is a magnificent sight as it rises majestically above the River Severn. Worcester has been the seat of a bishopric since the Seventh Century, and the Cathedral was served by monks until the Reformation. St Oswald and St Wulfstan were among the bishops. Since the eighteenth century, the Cathedral has been famous for its part in the annual Three Choirs Festival, the oldest choral festival in existence. Today the Cathedral is the centre of a vibrant community of clergy and laypeople, offering the praises of God each day, serving the city and diocese of Worcester, and attracting visitors from all over the world.

The Cathedral community is diverse with over 50 staff and 300 volunteers, We are rightly proud of the tremendous heritage and number of partners we work with across the Cathedral to provide a warm welcome to our visitors to learn more about the history of the building, attend our many events and activities and to experience the spiritual opportunities of the Cathedral.

The Cathedral is currently undertaking an exciting project to conserve its medieval Undercroft to become a Centre for Learning, Arts and Heritage for the whole community. It includes the conservation of a carving of international significance: 'Christ in Majesty' whose history is not yet fully understood. The project is supported by the National Lottery Heritage Fund and the funding is now secured for the capital stage, that will be completed in September 2020. The implementation phase of the project is on-going and post-COVID will require a new and creative approach to achieving outcomes and longer-term sustainability

We are currently undertaking a review of our strategic priorities for the next 5 years and will be launching a new document later in the year.





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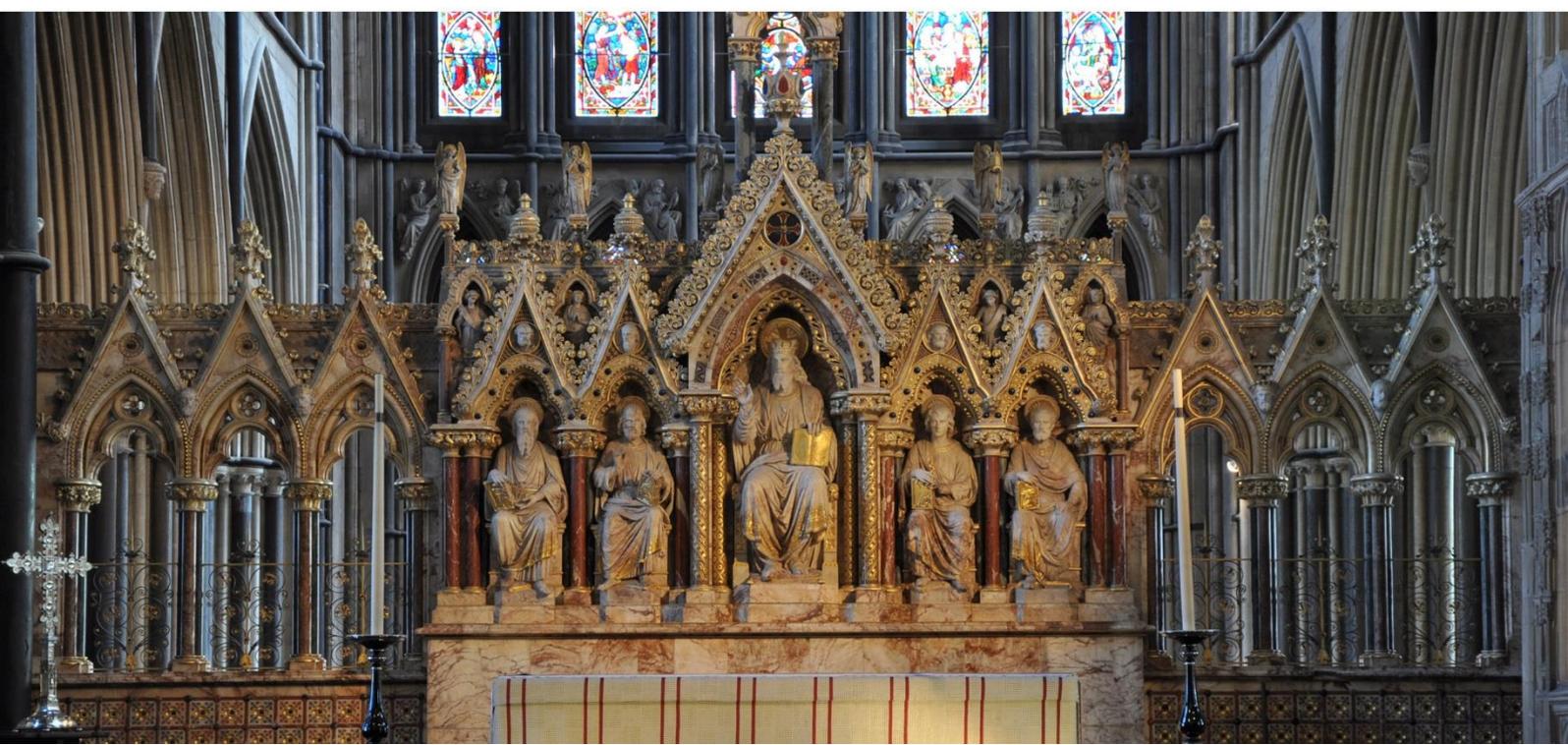
Management and Governance

The governance of the Cathedral is the responsibility of the Chapter, which comprises residentiary canons and lay canons with professional expertise and is chaired by the Dean. The Chapter is responsible for the strategy, oversight and financial sustainability and meets monthly.

We are planning to launch a new Senior Management Team in the Autumn that will take responsibility for the operational management of the Cathedral, including Clergy who have Executive management roles and senior lay staff. The staff team are led by the Chief Operating Officer who work collaboratively to ensure the smooth running of the Cathedral, its precincts and wider estate.

The new postholder will be based in the Education team but will work collaboratively across the Cathedral, particularly with the Fundraising and Events/Visitor teams. We are looking for someone who can build relationships with the business sector, in order to generate new business specifically for the Undercroft Learning Centre but also to promote the wider objectives of the Cathedral. The new postholder will need to demonstrate an understanding of the business community, an ability to build networks and relationships and to be target focused.

The Cathedral has a diverse range of income, all of which is either achieved through donations, fundraising, earned income, investment income or other support. Since the pandemic has impacted earlier this year, we have had a renewed focus on sustainability and how we structure ourselves for the future. Our finances have been challenged by the loss of income from visitors and commercial hire and we have had to think differently and creatively to look at how we can continue to operate effectively. We are looking for an individual who would like to work collaboratively to secure the future of the Cathedral and its various activities.





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The role

Business Development Manager

£22,000 per annum (£8,800 for 2 days)

15 hours a week to be worked flexibly

This is a new role at Worcester Cathedral, funded by the Cathedrals Sustainability Fund, initially for 3 years. It is a crucial part of ensuring the business plan for the Undercroft Learning Centre can be delivered and relationships with the business community established. You will need to be able to think commercially and be comfortably engaging with a range of stakeholders and using digital technology to deliver the targets.

We have a great team of staff and a very positive team working culture. We are excited and optimistic about the current challenges, identifying where there are opportunities to develop further so the Cathedral can be more sustainable. We are looking for someone who can rise to the challenge, is comfortable handling a range of stakeholders and can evidence success in a similar role. The new Undercroft Learning Centre will be a high quality and unique facility that we want to open up to a range of audiences, to encourage learning and to generate income to ensure the sustainability of the provision.

To apply please send a CV and no more than 2 pages of supporting information about how you meet the requirements of the person specification to jobs@worcestercathedral.org.uk by 24 August at 9am





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Job Description

Job Title: Business Development Manager

Reporting to: Director of Education and Community Involvement

Supervisory Responsibility: none

Financial/Budgetary responsibility:

Job Purpose:

To develop new and on-going business to secure sustainable income sources to ensure the longer-term financial viability of the Undercroft Learning Centre and support the events and bookings for the Cathedral

Duties & Responsibilities:

1. To shape and deliver the Undercroft Learning Centre Business and Marketing Activity Plans, focusing on social media and other cost-effective channels.
2. To work alongside the Digital Communications and Marketing Manager to assist in raising the profile of a major new heritage attraction, locally, nationally and internationally to general visitors, using cost effective channels and approaches. This includes both the Undercroft and Christ in Majesty in College Hall.
3. To raise the profile of the Undercroft Learning Centre to new and existing education providers, community groups and local businesses, ensuring a pipeline of bookings is in place. To assist in developing and promoting products and packages, as required by the market and network with new and existing customers.
4. To ensure there are efficient systems in place for booking rooms and visits, liaising with other internal staff and systems and work as part of a team to facilitate the bookings and welcome customers.
5. To promote the wider activities and events of the Cathedral through B2B networking, including corporate sponsorship, bookings of the Cathedral facilities and other profile-raising activities
6. Develop a database of external organisations and new audience groups who may wish to engage with the community programme.
7. Contribute to achieving the targets set in the NLHF application i.e. to increase the annual number of visitors to the Undercroft Learning Centre and the Cathedral.



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8. Generate sustainable income from hire of the Undercroft Learning Centre and through the Education Department activities to ensure future sustainability in line with the business plan targets.
9. Ensure the success and sustainability of the project and contribute to the Project Evaluation.
10. Undertake other projects as agreed from time to time.

Health & Safety:

Under the Health and Safety at Work Act 1974, whilst at work, you must take reasonable care for your own health & safety and that of any other person who may be affected by your acts or omissions. In addition, you must co-operate with the Organisation on health & safety and not interfere with, or misuse, anything provided for your health, safety or welfare.

Safeguarding:

All staff and volunteers are expected to demonstrate a commitment to safeguarding the welfare of all children and adults who may be vulnerable, who are involved with and/or visit the Cathedral. This will include adherence to policies and procedures, following good practice in relation to their own behaviour and conduct, and undertaking any safeguarding duties commensurate with their specific role.

You will be required to undertake Safeguarding training as part of your induction.



Person Specification

This section outlines the knowledge, skills and abilities the job holder needs in order to fulfil the requirements of the post. 'Essential' criteria are those that the job holder absolutely must have in order to do the job. 'Desirable' criteria are those qualities that would be either useful, or an advantage or those which the job holder can be trained to do.

PERSON SPECIFICATION:		
Key Criteria	Essential	Desirable
Qualifications and Experience	<p>Excellent educational background and evidence of excellent written skills</p> <p>Experience of working in a digital communications setting</p> <p>Digital competency across the range of channels</p> <p>Excellent communication skills with a range of stakeholders</p> <p>Experience of in-house design and publishing software packages and experience in their use</p> <p>Experience of developing strategies and supporting plans</p>	<p>Some knowledge of church life and the culture of the church as an organisation</p> <p>Experience of working in the church, public or charity sector is desirable.</p>
Skills and Abilities	<p>Creative thinker that can see opportunities and be pro-active in their implementation</p> <p>Project Management</p> <p>Able to engage a range of stakeholders, including senior people</p> <p>Excellent organisation skills and ability to plan and prioritise workloads to meet deadlines</p> <p>Good attention to detail, and commitment to delivery to high standard of quality, on time and within budget.</p> <p>Professional and accountable approach to work, with an ability to manage multiple demands and 'customer' needs.</p> <p>Excellent IT skills</p>	<p>Use of Project Management software such as MS Project</p>
Work-related Personal Qualities	<p>Able to work co-operatively with colleagues of different disciplines</p> <p>Good all-round communication and negotiation skills at all levels including face to face, by phone or in writing</p> <p>Demonstrable understanding of the ethos and mission of the Cathedral and how this role fits within the Cathedral</p> <p>An understanding of safeguarding and commitment to ensuring the principles are embedded into the work of this role</p>	



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Working for us

Salary

The salary is £22,000 pro rata (£8,800 actual) per annum plus 5% employer contribution to company pension scheme.

Working Patterns

The post is a part-time position of 15 hours and can be worked flexibly, to include some evening and weekend work

Annual Holidays

The holiday entitlement is 25 days per annum plus 8 bank holidays and 4 discretionary Cathedral additional leave days. This will be allocated pro-rata.

Pension Scheme

All eligible members of staff will be automatically enrolled into the occupational Staff Pension Scheme, operated by Royal London. Contributions will be payable by the member of staff at 4% of basic salary and a 5% contribution by the Chapter. There is also death in service cover offered to all staff. The Chapter may amend the pension scheme at any time.

Staff Discount

All employees will receive a 10% discount on purchases in the Gift Shop and Café within the Cathedral.

Employee Assistance Programme

All employees and their immediate family have access to a range of confidential support through our commissioned employee assistance programme.





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How to apply

Please send a CV and maximum of 2 pages of supporting information to show how you meet the requirements of the person specification to

jobs@worcestercathedral.org.uk

FAO

Val Floy, Chief Operating Officer

8 College Yard

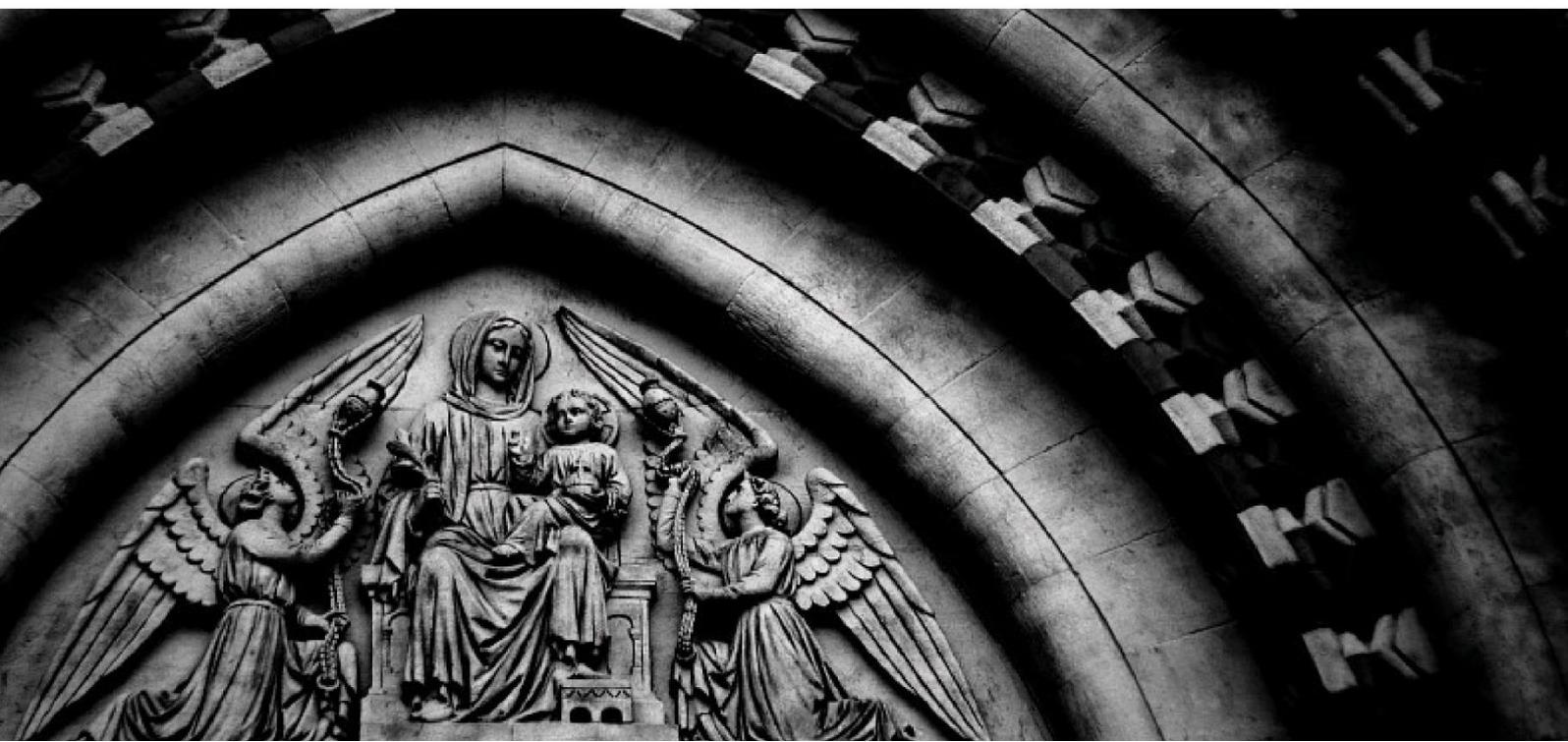
Worcester

WR1 2LA

The closing date for the job is 24 August at 9am

The interviews will be held week commencing 14 September

If you do not hear from us, within 5 days of the closing date, then you have not been shortlisted. Due to the volume of applicants we receive, we are unfortunately unable to respond to everyone individually at this stage.





The Chapter Office
Worcester WR1 2LA
Enquiries: 01905 732900
www.worcestercathedral.co.uk



Worcester Cathedral is fully committed to Equal Opportunity policies.