



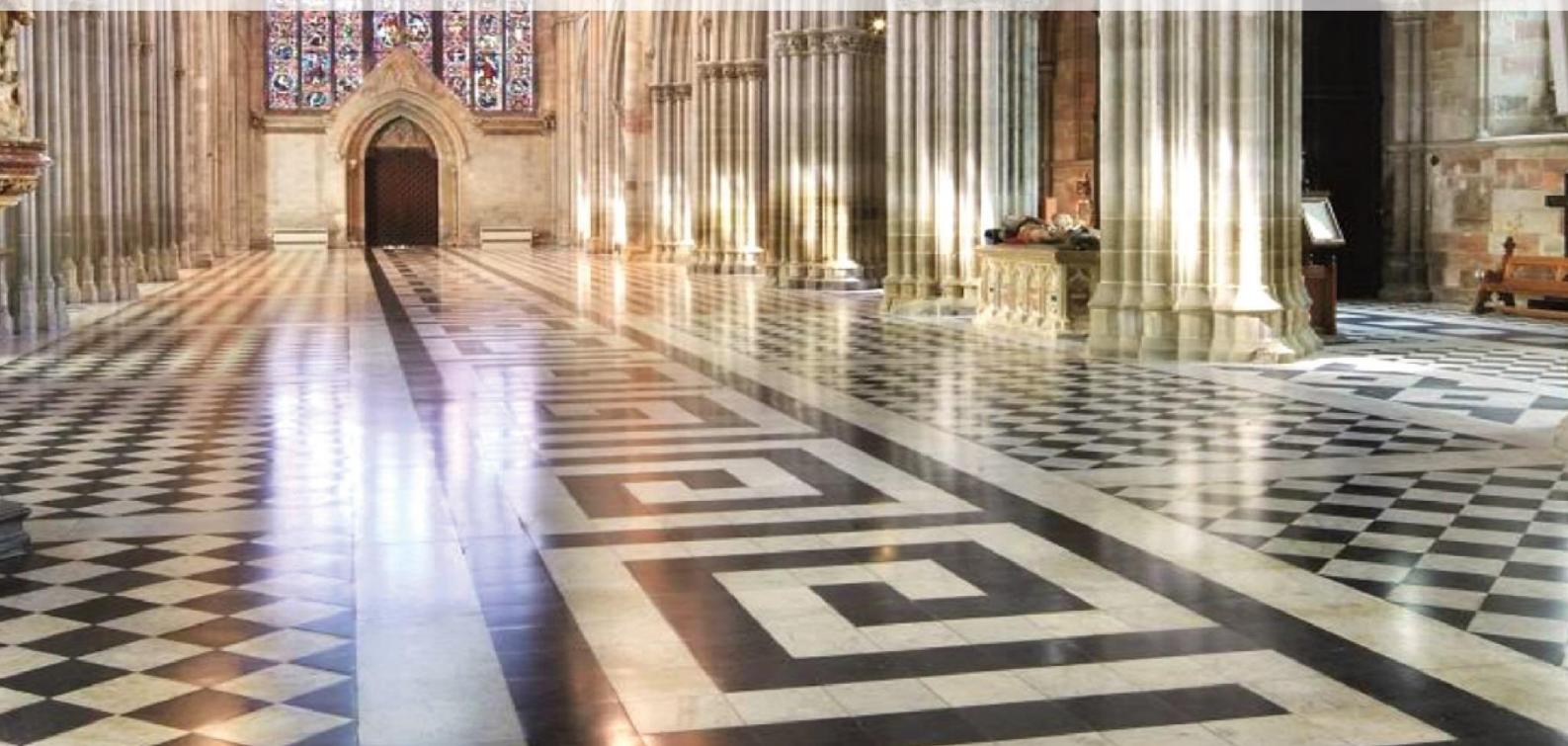
WORCESTER
CATHEDRAL

worcestercathedral.co.uk



Application Pack

PR & Digital Communications Manager – February
2021





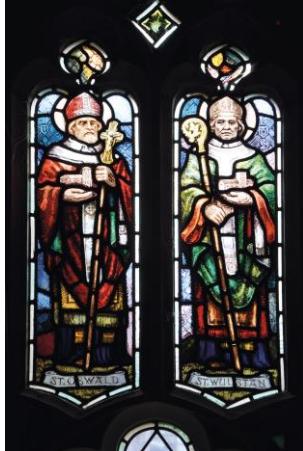
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About Worcester Cathedral



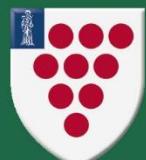
Worcester Cathedral is a magnificent sight as it rises majestically above the River Severn. Worcester has been the seat of a bishopric since the Seventh Century, and the Cathedral was served by monks until the Reformation. St Oswald and St Wulfstan were among the bishops. Since the eighteenth century, 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 the visitors here 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 has recently undertaken 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. The capital works were completed in September 2020.

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.





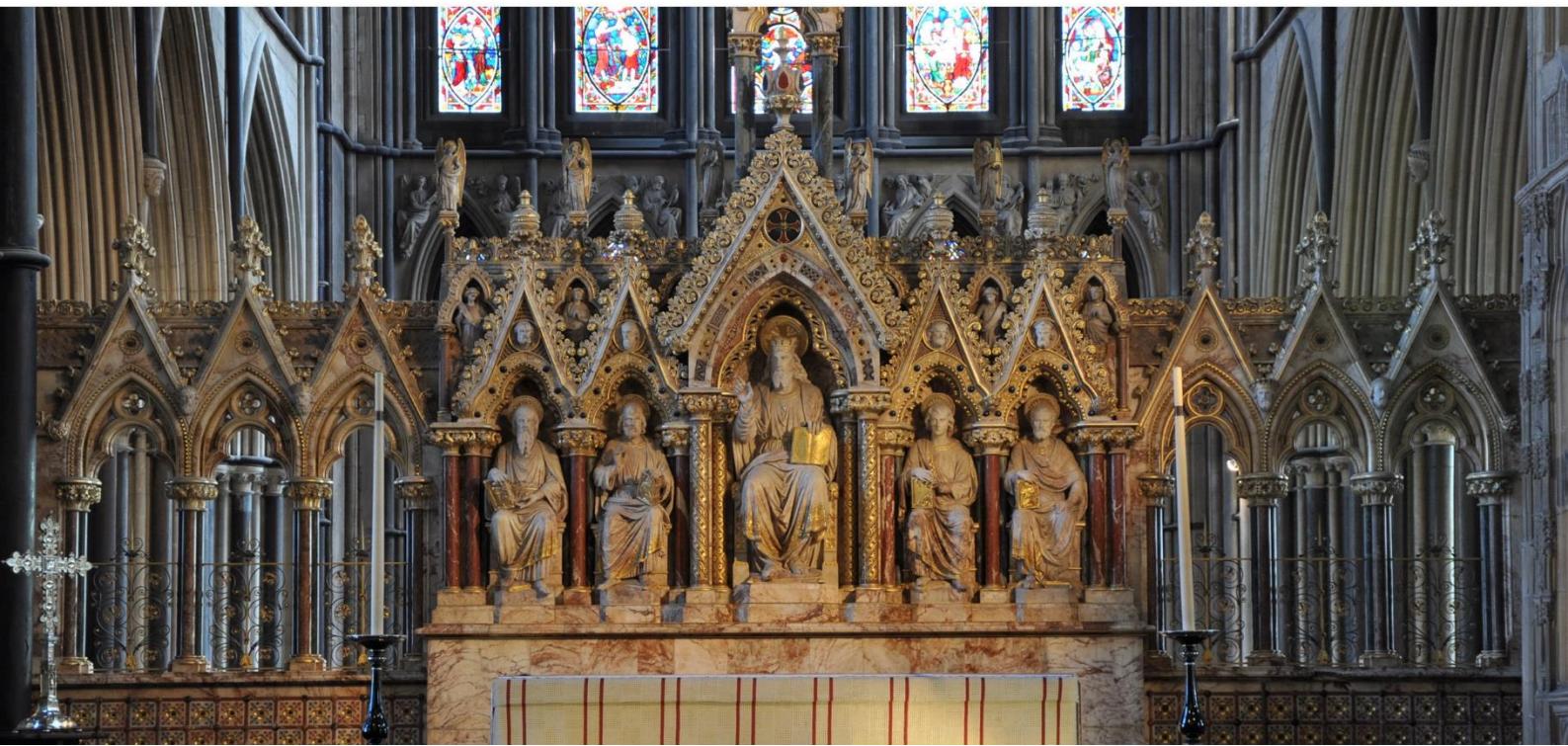
Management and Governance

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 have launched a new Senior Management Team 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 work collaboratively across the Cathedral and in conjunction with the Diocese to ensure our external communications and profile are co-ordinated and managed well. It will crucially support the worship, fundraising and visitor priorities, as well as the external profile of the Cathedral in the City, Diocese and beyond. It will involve engaging a range of existing and new audiences and communication partners e.g. TV, radio and press as well as driving the development of our social media, website and digital channels. The postholder will need to be able to manage a range of stakeholders and bring together a cohesive message about the Cathedral.

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. This has involved looking more closely at our digital capacity and we recognise there is further progress we need to make.





WORCESTER
CATHEDRAL

The role

PR and Digital Communications Officer

£30,000 pro rata (£24,000 actual)

30 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. The need for this role has been highlighted in our recent Peer Review, where a team of Cathedral based reviewers encouraged the Cathedral to raise the profile of the Cathedral, locally, regionally and nationally. This was before the pandemic and has been underlined even more by the need to develop our digital capacity and marketing communications to our visitors and worshippers. We are excited by this opportunity to build on our on-line presence, to further develop our new website and to co-ordinate our external communications, in order to succeed in our strategic priorities.

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.

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 15th February at 9am





Job Description

Job Title: PR and Digital Communications Manager

Reporting to: Chief Operating Officer

Supervisory Responsibility: none

Financial/Budgetary responsibility: Marketing and Communications budget

Job Purpose:

To lead and advise on the Communications and Marketing of the Cathedral, ensuring new technology is embedded in our approach and strategy.

Duties & Responsibilities:

Public Relations and Communications:

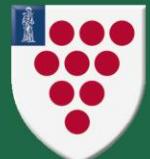
1. To apply the principles of excellent public relations to help and advise the Cathedral on strategic engagement with its stakeholders;
2. To build, develop and enhance the profile and understanding of the Cathedral and its mission internally, locally, nationally and internationally, working collaboratively with Chapter, staff and the Diocesan Communication lead;
3. To advise on issues of perception and reputation;
4. To produce written and printed material for a variety of audiences, including for internal communication. To produce regular e-newsletters for supporters, donors and the worshipping community in consultation with other staff and advise in the development of interpretation and signage strategies in the Cathedral;

Media:

5. To promote and pitch the Cathedral and its activities to the media;
6. To build and develop productive contacts with local and national media and be the first point of contact for all media enquiries;
7. To produce press releases for media/photo calls and brief interviewees where relevant;
8. To organise and manage press conferences, photo calls and other media visits and activities, identifying the relevant personnel to represent the Cathedral;
9. To manage crisis communications in consultation with the Chapter and Diocesan staff;
10. To monitor the media for appearances, mentions and articles, and to report regularly on them;
11. To report the efficacy of media campaigns and activity;

Digital:

12. To manage the maintenance and development of the Cathedral website;
13. To develop excellent digital communication, including the use of livestreaming technologies;
14. To manage the Cathedral's social media channels, producing or commissioning inspiring posts relevant to the breadth of the Cathedral's activity;
15. To procure or capture high quality photographs and videos for the Cathedral, and to maintain a database of images and films;
16. To monitor the accuracy of information relating to the Cathedral on third-party media;



Job Description

Brand and style:

17. To manage and enforce the Cathedral's style guide agreed by Chapter;
18. To manage and develop the brand agreed by Chapter;

Marketing:

19. To promote Worcester Cathedral as a place of worship and pilgrimage, and with its facilities, as a visitor attraction, an events venue, a place of heritage skills and crafts, music, education and learning;
20. To develop marketing campaigns in response to requirements;
21. To promote key events, activities and facilities in order to attract more visitors;
22. To report the efficacy of marketing campaigns and activity

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.



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 (Facebook, Twitter, LinkedIn, Instagram using Buffer, TweetDeck and other scheduling tools)</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 proactive 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>	



Working for us

Salary

The salary is £30,000 pro rata (£24,000 actual) per annum plus 5% employer contribution to company pension scheme.

Working Patterns

The post is a part-time position of 30 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.

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.





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

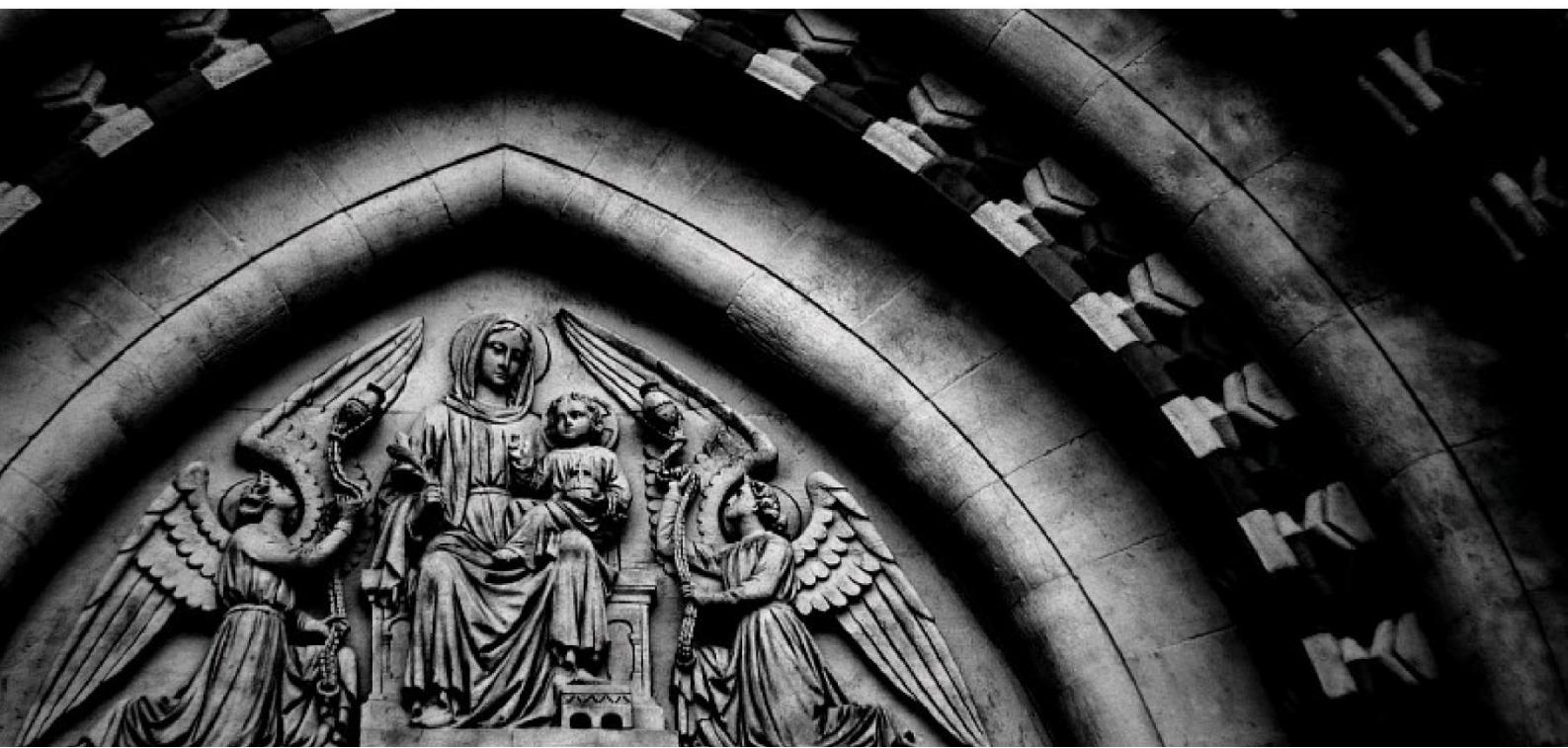
jobs@worcestercathedral.org.uk

FAO

**Val Floy, Chief Operating Officer
8 College Yard
Worcester
WR1 2LA**

The closing date for the job is 15th February at 9am
The interviews will be held week commencing 24th February

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

