**JOB TITLE:**  Events & Marketing Manager

**LINE MANAGER:**  Residentiary Canon TBC

**JOB SUMMARY:** To plan, organise, market and deliver one off special projects and events at the Cathedral throughout the year.

**TERMS OF EMPLOYMENT:**

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| **Salary:** | £20,500 plus Bonus |
| **Hours of Work:** | 35 hours a week |
| **Annual Leave:** | 25 days per annum plus Bank Holidays |
| **Contract:** | Permanent subject to a three month probationary period |

**The Cathedral Church** of St James and St Edmund, Bury St Edmunds, was created in 1914 when the existing St James’s Church was selected as the seat of the new Bishop of St Edmundsbury and Ipswich. The Cathedral remains also a parish church. The building was enlarged by Stephen Dykes Bower in the 1960s and its central tower was opened by HRH The Prince of Wales and The Duchess of Cornwall in 2005. New cloisters, chapels and other building works were completed and consecrated in 2009. Further major projects were completed in 2010, namely the installation of the vaulted ceiling and the refurbishment of the Cathedral organ.

St Edmundsbury Cathedral maintains a daily round of worship with the Anglican choral tradition of music at its heart. The Book of Common Prayer and Common Worship are used on a daily basis for routine services and there is a vast range of special services of celebration, thanksgiving and commemoration when local and national bodies and individuals attend. In addition, there are a significant number of secular events such as concerts and art exhibitions on an almost weekly basis. The Cathedral is also a principal destination in East Anglia for tourists and other visitors and also provides a significant educational programme for schools visits.

St Edmundsbury Cathedral Enterprises Limited is made up of The Cathedral Gift Shop, our Tourist Information Point, Pilgrims’ Kitchen (café/restaurant) and our external events facilities.

The Cathedral Staff is made up of a Dean, three Residentiary Canons, a Curate and 32 employees (fulltime equivalent) including an administrator, musicians, vergers, administrative and financial staff, events, PR, visits and volunteers staff, children’s education staff and enterprises staff. The Cathedral has over 300 volunteers contributing in a wide variety of ways. A typical Sunday sees 350 people attending the various services.

St Edmundsbury Cathedral is a lively and exciting place in which to work. The completion of major building works has seen the Cathedral grow in size and activity and the place has become busier. The extraordinary variety of people who are associated with the Cathedral and the remarkable diversity of the events which take place here mean that there is much to capture the imagination of the Cathedral’s employees, much to be done, and much to enjoy.

# ROLE & RESPONSIBILITIES

**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.

**Events – working with the Head Verger and Estates Manager**

* Managing a wide range of events, to include:
  + Taking and following up all initial enquiries for external events, and some for internal events
  + Progressing enquiries through the Cathedral booking system to avoid clashes and confirming dates back to clients
  + Process booking forms for clients, and provide comprehensive details for the Head Verger and Estates Manager and their team
  + Ensuring all event details, scheduling, set up and rehearsals are workable and acceptable within the Cathedral context, liaising with all relevant departments
  + Setting up on site visits for clients to discuss requirements
  + Ensuring adequate staffing for events, taking responsibility for front of house representation at events, attending in person where necessary.
  + Programming for events
  + Negotiating fees and providing a comprehensive breakdown of event costing for clients, invoicing and budget forecasting
  + Liaising with external contractors / suppliers to ensure that all events are delivered to high standards, organising site visits / meeting with staging and AV companies where necessary
  + Working closely with Pilgrims’ Kitchen catering managers where relevant
  + Managing a range of changes to detail and planning schedules whilst maintaining close communication with both clients and colleagues
* Developing a programme of income generating external events, being proactive in forward planning and event development and strategy to support the Cathedral Vision.
* Bringing in significant income from commercial events held at the Cathedral.
* Be accountable for relevant budgets and income targets.
* Regularly update St Edmundsbury Cathedral website regarding event information.
* Developing an events programme to celebrate and promote the building as a heritage and visitor attraction.
* Help organise and manage some civic events and support significant projects such as 2020 Events and the annual Diocesan Gather youth event.
* Maintain the list and rota for Concert Stewards / FOCC / clergy welcome for events. Ensure that Concert Stewards, Friends of Cathedral Choir and other volunteer bodies are briefed on requirements for events.
* Undertake all administrative duties required for the event, complete risk assessments, secure necessary licenses, arrange St John Ambulance/First Aiders as needed.
* Deal with events client and customer feedback, complaints and compliments.

**Marketing – working with the PR, Visits and Volunteer Manager**

* Supporting and delivering on the Cathedral’s Vision and Strategy 5 year plan.
* Production of monthly eNews, Connect.
* Compilation, design and distribution of quarterly What’s On guide.
* Ensure all aspects of Cathedral life are promoted on social media platforms working closely with other colleagues, as the lead on digital communications.
* Develop the Cathedral’s capacity for room hire and for wedding receptions.
* Develop the building’s potential as a venue for music / arts / family / youth engagement and adult education.
* Be able to make links to community and businesses to proactively create business and income for the cathedral.
* Liaising with external box office providers to ensure correct seating plans and marketing information to increase sales.
* Building new customer bases, broadening audiences and inclusivity.
* Improving the venue as a community resource, sourcing partnerships for new incentives. Working on one off projects/ initiatives.
* Meeting with potential clients and up-selling the facilities the Cathedral offers.

**Other Responsibilities**

* To be familiar and comply with Cathedral Policies where applicable but in particular the Health & Safety Policy, the Safeguarding Policy and the Cathedral’s Social Media Policy.
* To undertake professionally and appropriately any other duties reasonably requested.

**PERSON SPECIFICATION**

# Essential Qualities

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* Empathy with the Church of England and the vision of St Edmundsbury Cathedral and the Christian faith
* Ability to demonstrate initiative, drive, leadership and business flair to create new business and income
* Strong planning experience and skills ability to multi-task and prioritise, able to think creatively and problem solve
* Ability to organise a diary with competing demands
* Willingness to work flexible hours as and when required
* Enthusiasm and experience of working within a culture of “getting the job done”
* Strong interpersonal skills and face to face selling experience
* Excellent written and verbal communication skills
* Ability to work to deadlines and highly planned and able to problem solve sometimes with little notice
* Strong Negotiating skills
* Numeracy and financial skills – experience of managing budgets
* Attention to detail with high standards of presentation, both personally and in the preparation of documents
* Ability to work on own initiative and prioritise
* An ability to engage with a wide and diverse number of colleagues and clients
* Understanding of the sensitivities of holding events in an historic building which is also a working church
* Open to change and demonstrable experience of initiating and implementing process improvements
* IT skills, including Microsoft, Word, Publisher, Excel, Power Point and Outlook
* Energy, enthusiasm and a good sense of humour
* Understanding of Heath and Safely legislation, Risk assessments and project planning

# Desired Qualities

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* A working knowledge of the Church of England
* Degree in Event Management or Marketing
* Previous experience within Event Management
* Experience of working in partnership with various organisations to support development of a wide range of events from concerts, corporate events and family engagement
* Experience of working with volunteers
* The ability to think creatively and be resourceful
* Energy, enthusiasm and a good sense of humour

*This job description is an operational document and does not form part of your contract of employment. It may be that from time to time you are expected to perform tasks that may not be expressly part of the job description but are nonetheless necessary in the day to day performance of your duties. St Edmundsbury Cathedral reserves the right to amend the job description as may from time to time be necessary to meet the changing needs of the organisation.*

Closing date: 5:00 pm on Tuesday 29th August 2019.

Interviews will take place on Friday 6th September 2019.

Please apply, using the Cathedral’s Application Form, to:

Sarah-Jane Allison

Administrator – People & Policies

St Edmundsbury Cathedral

Abbey House

Angel Hill

Bury St Edmunds

IP33 1LS

Email: HR@stedscathedral.org

Tel: 01284 748720