

# St Edmundsbury Cathedral



A thousand years of God's love in Suffolk

## Digital Communications Manager

Application Pack



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## Welcome

Thank you for thinking of applying for the role of Digital Communications Manager at St Edmundsbury Cathedral. We hope, after reading this application pack, you will decide to send us your application. There follows below some more about us and about the role.

St Edmundsbury Cathedral is situated in the historic market town of Bury St Edmunds, and serves the diocese of St Edmundsbury and Ipswich. It is at the heart of community life, a natural gathering place for worship, reflection, refuge, celebration, mourning, pilgrimage, debate, questioning and storytelling.

Our story begins with the founding of the Abbey in 1020 by King Cnut. He named the Abbey after Saint Edmund, martyred in 869 by the Danes, and to this day Cathedral, Abbey and town carry that name. Over the succeeding centuries, several churches were built within the precincts of the Abbey. The nave of today's Cathedral is the successor of one of those churches, started in 1503. Our Grade 1 Cathedral was further altered from the 18<sup>th</sup> century onwards, the most recent additions being a new Gothic style tower, cloisters and chapels. A sculpture by Elisabeth Frink entitled *Crucifixion* stands by the Treasury steps. The medieval *Susanna Window* contains Flemish glass and the west window depicts *The Last Judgement* - a magnificent example of late nineteenth-century craftsmanship. A painting of *The Martyrdom of St Edmund* by Brian Whelan sits in the Lady Chapel. The Ancient Library, founded in 1595, has over 550 books mainly dating from the fifteenth and sixteenth centuries; providing a valuable resource for students and research.

The successful candidate will be joining the Cathedral community of this special place at a time of unique challenge and opportunity. You will also be arriving at a special time in the life of the town, county and Cathedral, preparing now to mark in a number of creative ways the 1000th anniversary of the foundation of the Abbey; this will provide many musical and artistic opportunities as well as strengthening and developing the Cathedral's links with community and business partners across the county.

All the usual requirements that you would expect for such a post are set out in the job description which follows. However, we are also looking for someone who will bring their own creativity, experience and knowledge to expanding our presence in town and county, within the diocese and amongst our peers; supporting key income-generating and fundraising activities; and attracting new and wider audiences.

If you think you might be the person to help take the Cathedral forward into the first stage of its next thousand years, celebrating the past while embracing a future that utilises technology and innovation, we would be delighted to receive your application.

**The Very Reverend Joe Hawes**

Dean of St Edmundsbury

**Sarah-Jane Allison**

Administrator - People and Policies

## Who we are

St Edmundsbury Cathedral is open for visitors and worshippers seven days a week, all year, providing a sacred space for reflection, prayer and sanctuary. Music forms a large part of activities, with several choirs and numerous musical events throughout the year. Our formal learning programmes are centred round our Discovery Centre, in the heart of the Cathedral, where school children enjoy activities linked to the national curriculum, participate in reflective stories designed to encourage youngsters to behave more thoughtfully towards one another, and work with a team of local artists who help them respond to the world through creative art. Community groups such as the Mothers Union and Young Families regularly meet in the Cathedral. We have vibrant membership groups in the Friends of the Cathedral and the Friends of the Cathedral Music. More than 250 Volunteers tend the garden, welcome visitors and assist in our learning and community programmes. We offer 960 regular services a year and around 100 special services.

St Edmundsbury Cathedral Enterprises Limited oversees the Cathedral Gift Shop, our Tourist Information Point, Pilgrim's Kitchen (café/restaurant) and our external events facilities.

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.

### 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.



# Role description

## Summary

The impact of the pandemic and of lockdown has opened up new ways of working, and we wish to grasp these possibilities to strengthen our sustainability and engage with our audiences. We see this role as key in helping us to achieve this. Working in close collaboration with colleagues in visitor experience services, learning and community engagement, music and development fundraising, you will lead on key communications areas of activity for the Cathedral - brand, marketing and especially digital media - to promote the life and work of the Cathedral and to enable it to communicate digitally through livestreaming technology. You will be responsible for co-ordinating the digital media strategy, improving and managing the Cathedral website and growing our social media engagement through multiple platforms. This is a key post in helping us to ensure we are strengthening our organisational sustainability by embracing new technology to grow our income and deepen stakeholder engagement.

## Key Responsibilities of the post

### Digital Media

Develop a five-year digital communications strategy, embedding within it new technology

Oversee the creation of a new website capable of livestreaming, interactive user experiences and with digital donation platforms

Manage the Cathedral's social media platforms by producing tailored digital content, tracking and evaluating impacts and utilising video and audio

Work with colleagues to produce and implement social media campaigns which, for example, engage with the congregation, grow membership of our patrons programme, promote and recruit for our choirs, engage with visitors before, during and after their visits

Maintain a database of high quality images and films

### Marketing

Develop a marketing strategy which identifies the Cathedral's key assets and activities, and aligns them with different audience groups to produce a programme of marketing activity over five years designed to enhance visitor (in its widest sense) figures and raise commercial income (through secondary spend)





Activate individual marketing plans from this strategy and utilise traditional and online distribution channels, to promote St Edmundsbury Cathedral to these different audience groups as a

place of worship

place of pilgrimage

visitor attraction

events venue

place of learning, music and community engagement

### **Brand**

Oversee the brand strategy to ensure all internal and external communications are consistent with our brand identity and messaging

Be the guardian of the brand visual identity manual

## **Person Specification**

### **Essential Skills and Abilities**

Be in sympathy with the ethos of the Cathedral community and the wider community.

Educated to degree level, a creative thinker with excellent organisational skills

Experience of working in a marketing profession

Experience of delivering digital campaigns and of creating and maintaining websites

In-depth knowledge of developing and maintaining social media platforms

Experience of in-house design and publishing software packages and their use

In depth knowledge of film production and editing

Excellent photography skills

An ability to work on multiple levels and manage multiple demands

### **Desirable**

Qualification in marketing or digital media

Experience of working within a faith-based organisation

# Terms and Conditions

<b>Job Title</b>	Digital Communications Manager
<b>Hours of work</b>	35 Hours per week
<b>Salary</b>	The annual salary is £28,000
<b>Annual Leave</b>	25 days plus bank holidays
<b>Contract</b>	Permanent

## Probationary period

In accordance with current Chapter Policy, the post is subject to a 12-week probationary period.

## Appraisal

Once the post-holder has been confirmed, he or she will have annual appraisals with their line manager, in accordance with the relevant current Chapter Policy.

## Sickness pay and conditions

Details are contained in the Standard Terms and Conditions which form part of the contract.

## Pension

A pension scheme with the Church Workers Pension Fund is available following successful completion of the probationary period.

## Notice period

The notice period, after completion of the probationary period, is 4 weeks.

## Other terms and conditions

This is only a summary of the terms and conditions offered and does not replace the wording of the Standard Terms and Conditions which will form the contract between the successful candidate and the Chapter.



# Application process

**Closing date**      **Thursday 3 December 5pm**

**Interviews**      We will conduct the first sift interviews by Zoom on **Thursday 10 December** and then invite one or two individuals as the preferred candidate(s) to come to the Cathedral and meet us for an informal tour and chat.

**Please apply, using the Cathedral's Application Form, to:**

**Sarah-Jane Allison, Administrator - People and Policies**

St Edmundsbury Cathedral

Abbey House

Angel Hill

Bury St Edmunds

Suffolk

IP33 1LS

**Email:** [HR@stedscathedral.org](mailto:HR@stedscathedral.org)

**Tel:** 01284 748720

We look forward to receiving your application.

