

St Edmundsbury Cathedral



A thousand years of God's love in Suffolk

Marketing Manager

Application Pack



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Welcome

Thank you for thinking of applying for the role of Marketing 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 18th 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 to mark in 2022 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

Chief Operating Manager

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.

Inclusive Church (www.inclusive-church.org) 

We are an Inclusive Church and warmly welcome applications from Black, Asian and Minority Ethnic (BAME) candidates who are currently under-represented on the staff team.

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.





Values

St Edmundsbury Cathedral is Suffolk's cathedral, situated in the heart of Bury St Edmunds, open and available to everyone. As a physical place it is the cathedra, the seat of the Bishop, a centre for worship and mission, and is a symbol of the aspirations of the wider diocese. As a spiritual place it is a focus for pilgrimage and pastoral care. As a place of heritage, located on the historic Abbey of St Edmund site, it is a window into key moments from the past thousand years. As a cultural place it is a venue for learning an exploration, for artistic and musical imagination and experimentation. As a convening place it gathers communities in debate, questioning and discussion. St Edmundsbury Cathedral is a sum of all these: a gathering place for the communities of our diocese and county, and for pilgrims and visitors from farther afield.

Our values inform how we do things and are values that can be lived. We hold our Benedictine principles close—principles such as love, care, hospitality, and community—and are presenting these values in a way that relates to and can easily be understood in the twenty-first century. They are about how we work with each other, how we talk about the Cathedral, how we reach out to the whole of Suffolk and beyond, and how we transform ourselves as we grow together. They are Faith, Welcome, Compassion and Confidence.

Faith in God, Father, Son and Holy Spirit and God's unconditional love for all people. This is our Christian conviction, and it is what defines and shapes us;

Welcome to friends and to strangers; to people of all faiths or none; to those with whom we agree and disagree—building a culture of openness and collaboration and generosity across the county;

Compassion working alongside people in need, expressing love, tolerance and respect through our actions;

Confidence to challenge wrongs; to be honest about who we are and what we stand for; to be daring in what we do, how we do it and who we do it with.

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 digital media - to promote the life and work of the Cathedral to its many audiences 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

Strategic

Further develop and implement the Marketing Strategy in accordance with the Cathedral's Master Plan, which:

- enhances visitor (in its widest sense) figures and raises commercial income (through secondary spend);
- strengthens stakeholder engagement across all areas of Cathedral activity;
- utilises new technology throughout all streams of marketing and communications activity;
- creates (and monitors the cost-effectiveness of) marketing plans specific to key areas of Cathedral activity such as marketing the Cathedral as a venue for events and exhibitions, engaging with the congregation via digital technology, growing membership of the patrons programme, promoting recruitment activities for our choirs, engaging with visitors before, during and after their visits.

Partnerships

Represent the Cathedral with a range of external organisations and individuals to help embed its role and importance in the town's and county's spiritual, social, cultural and economic life.

Digital

Oversee the creation by an external agency of a new website capable of livestreaming, interactive user experiences and digital donation platforms.





Oversee the management of the Cathedral's social media platforms including the production of tailored digital content by a part-time member of staff, and the tracking and evaluating of impacts through the gathering of analytics data.

Maintain a database of high quality images and film.

Brand

Be the guardian of our visual identity manual and champion our brand internally and externally.

Person Specification

Important to have

At least 4 years' experience of working in a marketing role in the charitable sector

Empathy with the ethos of the Cathedral and wider community

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

Proficiency in working across multiple marketing channels including websites, social media and print media

Nice to have

Marketing Qualification

Experience of working within a faith-based organisation

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

Terms and Conditions

Job Title	Marketing Manager
Hours of work	35 hours per week
Salary	£30,000 per annum
Annual Leave	25 days plus bank holidays
Location	Remote working possible for 2-3 days per week
Contract	Permanent

Probationary period

In accordance with current Chapter Policy, the post is subject to a 26 week probationary period.

Pension

After twelve weeks' service, the post-holder will be auto-enrolled into a pension scheme with the Church Workers Pension Fund.

Notice period

The notice period, after completion of the probationary period, is 8 weeks.

Policies and Procedures

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.

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 **Tuesday 31 August at 12 noon**

Interviews

Interviews will be conducted by Zoom on **Monday 6 September**. One or two preferred candidates will then be invited to attend the Cathedral for a face to face meeting with the Sub Dean and Chief Operating Officer, preceded by a tour conducted by colleagues on **Thursday 9 September**

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

Sarah-Jane Allison, Chief Operating Officer
Cathedral Office
Angel Hill
Bury St Edmunds
Suffolk
IP33 1LS

Email: sarah-janeallison@stedscathedral.org

Tel: 01284 748720

We look forward to receiving your application.

