

ST. ALBANS CATHEDRAL

Marketing Executive Fixed Term Appointment

Recruitment Information Pack
May 2019



This is an exciting opportunity to join the Cathedral Marketing Team at a time of significant change and development. The Cathedral is delivering its £7m, Lottery funded project, **Alban, Britain's First Saint: *Telling the Whole Story*** (ABFS), which reveals the importance of Alban, and fills a major gap in our national awareness of the origins and evolution of Christian Britain.

The Marketing Team are key to the success of the project which aims to increase visitor numbers by 35%. The project offers visitors a greatly enhanced experience through improved facilities and interpretation, including a new Welcome Centre, new learning facilities and a busy events programme to appeal to new and existing audiences.

Working with the City's own Heritage Fund supported Museum project and visitor strategy, our joint aim is to make St Albans a first-choice destination for tourists and pilgrims alike.

The role of Marketing Executive is a position created to help deliver the aims of ABFS and to raise the profile of the Cathedral nationally and internationally. It covers an extensive range of marketing and professional skills including digital marketing, public relations, networking, mailings, copywriting, print and design.

This is a full time role reporting to the Head of Marketing. However almost full time hours would be considered for the right applicant.

To fill this position we are looking for an enthusiastic and versatile marketer, keen to make a difference and to make the most of the opportunities this role presents.

PART 1 - BACKGROUND INFORMATION

About the Cathedral

St Albans Cathedral is the number one tourist destination in St Albans and attracts approximately 200,000 visitors per year from the UK and abroad. It hosts hundreds of events and services throughout the year.

It is the mother church of the Diocese of St Albans which serves the people of Hertfordshire, Bedfordshire, the Borough of Luton and parts of the London Borough of Barnet, Cambridgeshire and Buckinghamshire.

The Cathedral has played a significant role in history through the ages. It is the oldest site of continuous Christian worship in Britain and stands on the site where Britain's first Saint, Alban, was martyred and buried after giving his life for his faith over 1,700 years ago. It still houses the shrine of St Alban and is a major site of Christian pilgrimage to this day.

The Cathedral architecture is a blend of many different periods, with Anglo-Saxon features dating back to King Offa's church, founded on the site in 793. Work started on the current church building in 1077; it was the largest building in the country at the time. Its great Norman tower and nave were built using Roman bricks salvaged from the ruins of Verulamium. The Benedictine monastery was dissolved in 1539 and the Abbey church was bought by the townspeople to become the parish church, which it remains today. The Victorians undertook a major restoration and it became a cathedral in 1877. It is in this dual role of a parish and cathedral church that it is a centre for worship and mission with a high local and national profile. There is a large and active congregation (some 1500 strong).

The Magna Carta, arguably the most important historical document in the world, began its journey here, back in 1213 when the Abbey was the setting for the first meeting to discuss the creation of the document that was subsequently sealed in 1215.

The Cathedral's musical tradition is renowned throughout the world, especially through the biennial International Organ Festival - the most prestigious organ competition in Europe; the Cathedral and the cathedral organ are the centrepieces of the festival.

There is a very active Learning Department including an award winning Education Centre hosting visits from over 14,000 school children each year and a growing Adult Learning programme.

Ecumenical links are strong with honorary chaplains from the Roman Catholic, Free Church, Lutheran and Russian Orthodox traditions regularly conducting services at the Cathedral for their congregations.

The work of the Cathedral is sustained by over 35 full and part-time staff and some 600 volunteers. The Cathedral is also supported by a number of independent trusts and bodies. Some are concerned with raising funds for a particular aspect of the Cathedral's life, others finance and manage functions in support of the Cathedral's mission. The Fraternity of Friends of St Albans Abbey organise a range of social and cultural events raising funds to support different aspects of Cathedral life.

Further information about the Cathedral and the ABFS project can be found on our website:

www.stalbanscathedral.org

Mission Statement

St Albans Cathedral exists to glorify God and, inspired by the witness of Alban, proclaim Christ's message of love.

Our Mission is to:

- be a community that reflects Jesus' teaching;
- share the faith and grow in faith;
- deepen our unity with fellow Christians;
- stand with St Alban for truth and justice;
- offer a warm welcome to all;
- serve the Bishop and Diocese of St Albans as their Cathedral Church; and
- enhance, conserve and develop this holy place.

PART 2 - JOB DESCRIPTION

The Marketing Executive role is a Lottery funded position. He/she will work with a wide range of departments at the Cathedral, promoting ABFS and its activities, attracting new visitors and raising the Cathedral's profile nationally and internationally. Third party relationships are also key, working with organisations, the media, event organisers and suppliers on a regular basis.

Key responsibilities are:

- Working with the head of marketing to devise and deliver cross-channel marketing campaigns for ABFS target audiences and to promote all activities in the Lottery funded Activity Plan.
- To ensure that targets for audiences as set out in the Activity Plan are being monitored and met.
- Development, maintenance and analysis of the Cathedral website, using Google Analytics.
- Planning, implementing and analysing marketing campaigns across Cathedral social media channels.
- Devising and reporting on Google Adword campaigns to promote ABFS, the Cathedral and the events it hosts.
- Developing and executing paid social media advertising and campaigns.
- Developing, distributing and evaluating print and digital mailings throughout the year.
- Researching and implementing promotional opportunities for the Cathedral through distribution of marketing materials to new venues, cross promotional partnerships and identifying blogs, forums and listings sites.
- Overseeing the development of film and photography to showcase the Cathedral and its activities.
- Assisting in the development of consistent Cathedral branding, effectively communicating key messages and ensuring that style guidelines are rigorously adhered to by Cathedral staff and external partners.
- Producing promotion materials (print / digital) to publicise Cathedral events.
- Writing press releases and circulating releases to media.

- Planning and attending tourism and promotion events on behalf of the Cathedral.
- Deputising for Head of Marketing as required.
- Supporting events as required.

PART 3 - PERSON SPECIFICATION

This is the ideal position for someone who has started a career in marketing and is looking for more responsibility and fresh challenges.

To fulfil the responsibilities of the post, the Cathedral is looking to appoint someone who ideally:

- has marketing experience in a relevant background;
- educated to A Level or equivalent;
- has a proven track record managing websites and delivering successful social media campaigns;
- understands how to work with the media and secure coverage;
- has an interest in tourism;
- has a passion for what they do and for the mission of the Cathedral;
- can think creatively and generate fresh ideas;
- is well-organised and able to prioritise and multitask;
- is prepared to use their initiative to take responsibility for and to progress projects;
- likes working in a team and understands the importance of building good working relationships with colleagues and third parties;
- has excellent written and oral communications skills;
- has a high level of computer literacy; design skills are desirable but not essential;
- has a professional approach and is prepared to be an ambassador for the Cathedral.

The following skills and experience would also be desirable:

- is familiar with Google Analytics and Google Adwords;
- has knowledge of email marketing;
- has knowledge of InDesign.

We are committed to diversity and equal opportunities and we support our staff to manage their time flexibly and to enjoy a good work/life balance.

PART 4 - TERMS AND CONDITIONS

This is a fixed term contract until **end March 2021**. **It will be reviewed in the autumn of 2020 to decide whether it will be extended beyond end March 2021**. Some weekend and evening work may be required for which time off in lieu will apply. For the right candidate, we offer:

- a beautiful Cathedral setting;
- an annual salary of £23,000;
- annual leave of 25 days plus public holidays;
- automatic enrolment to the stakeholder pension scheme that has been designated by the Cathedral. An opportunity to increase contributions. The Cathedral will match the individual's contribution up to a maximum of six per cent of the annual basic salary.
- contractual sick pay;
- free staff parking;
- a discount in Cathedral shop and cafe;
- an opportunity to develop marketing and Lottery funded project expertise within a heritage environment at a time of significant development.

PART 5 – THE RECRUITMENT PROCESS

Applicants are invited to submit an application form, covering letter and CV to Hayley Lewis, St Albans Cathedral, Sumpter Yard, St Albans AL1 1BY or by email to hayley.lewis@stalbanscathedral.org.

Closing date is 5pm on Monday 27th May 2019.

Invitation to interview will be based on the suitability of your qualification, experience and abilities. Short-listed candidates will be interviewed on **Wednesday 12th June**. During the interview you will be asked to make a short presentation and asked a number of questions to help the interviewers determine whether or not you are the right person for the position.

Applicants will be advised of their invitation to interview as soon as possible after the closing date, and should keep the interview date free. No alternative dates will be offered. Applicants who have not heard by Wednesday 5th June should assume they have not been selected for interview. Feedback will only be provided to unsuccessful interview candidates.

Appointment will be subject to:

- Confirmation of your right to work in the UK
- Two satisfactory references
- An appropriate health declaration
- A satisfactory DBS declaration