



Application Pack **MARKETING AND COMMUNICATIONS OFFICER**

December 18



About Lincoln Cathedral

The Corporate Body of the Cathedral Church of the Blessed Virgin Mary of Lincoln (to give it its proper title) is first and foremost a church, the seat of the Bishop of Lincoln and a centre of worship and mission led by the Cathedral Chapter. A minimum of three services take place each day of the year, at least one of which is usually sung by the Cathedral's renowned choir. It is the principal 'mother' church of Lincolnshire and holds many of the county-wide services of celebration, commemoration and memorial.

Lincoln Cathedral is a place of pilgrimage, where people come to seek God, to learn more about faith, or to take time out of a busy day for quiet reflection. It is a place of welcome and hospitality where all of any faith or no faith are encouraged to feel at home.

There is a real richness and variety in the way the Cathedral building is used. Significant musical and dramatic events take place, whether it is a visit from the Hallé Orchestra; a performance of the 70's hit Jesus Christ Superstar or the thought-provoking musical Jekyll & Hyde; Mystery Plays; or international pop musician Ian Anderson, of Jethro Tull fame, coming to perform. There is an active lecture series each year with speakers offering their insights into current and historical affairs. In recent years we have also sought to use the Cathedral nave for fundraising for the fabric of the building and for the operation of the Cathedral.

We welcome thousands of visitors from across the world to the Cathedral annually and provide floor, tower and roof tours throughout the year. Many hundreds of children visit during our annual schools' festivals; Church Schools Festival, Infant Schools Festival, Secondary Schools Festival and we offer schools' tours and trails throughout the academic year.

Lincoln Cathedral is an exceptional building that was meant to inspire and it does so. We rely on an exceptional body of employees and volunteers to ensure that the full range of its activities is known to the external world.

Role summary

Working as part of a team, the Marketing and Communications Officer is responsible for developing the public profile of Lincoln Cathedral and its mission through the print and broadcast media, online through management of the Cathedral's social media channels and website, and through excellent marketing of the Cathedral as a visitor destination, an events venue, and promotion of all events held within the Cathedral.

Main particulars of the post

Job title	Marketing and Communications Officer
Salary	c.£28,000 per annum
Contract	Permanent
Location	Lincoln Cathedral, Priorygate, Lincoln, LN2 1PL
Accountable to	Business Development Manager, and ultimately to the Dean
Pension	All eligible employees will be automatically enrolled in the Pension Builder 2014 section of the Church Workers Pension Scheme operated by the Church of England Pensions Board
Working hours	35 hours per week over five days (Monday-Friday). It is also expected that the post-holder will fulfil any occasional additional duties during evenings and weekends as required, and work flexibly to do so.
Holidays	33 days per annum including eight Bank and Public holidays. Three days are usually to be held for the period between Christmas and New Year.
Key relationships	The Chapter Clerk, the Dean, all residentiary canons and all Cathedral departments
Background	The Marketing and Communications Officer post is a development of a vacated post.

Main duties and responsibilities

1. Public Relations and Communications

- a. To apply the principles of excellent public relations to help and advise the Cathedral on strategic engagement with its publics
- b. To build, develop and enhance the profile and understanding of the Cathedral and its mission internally, locally, nationally and internationally
- c. To advise on issues of perception and reputation
- d. To produce written and printed material for a variety of audiences, including for internal communication

2. Digital

- a. To manage the maintenance and development of the Cathedral website
- b. To develop excellent digital communication
- c. To manage the Cathedral's social media channels, producing or commissioning inspiring posts relevant to the breadth of the Cathedral's activity
- d. To procure or capture high quality photographs and videos for the Cathedral, and to maintain a database of images and films
- e. To monitor the accuracy of information relating to the Cathedral on third-party media

3. Brand and style

- a. To manage and enforce the Cathedral's style guide agreed by Chapter
- b. To manage and develop the brand agreed by Chapter

4. Media

- a. To promote and pitch the Cathedral and its activities to the media
- b. To build and develop productive contacts with local and national media
- c. To produce press releases for media/photo calls
- d. To organise and manage press conferences, photo calls and other media visits and activity
- e. To be the first point of contact for all media enquiries
- f. To allocate interviews and media appearances in line with the approved media policy
- g. To prepare or commission briefings for interviewees
- h. To manage crisis communications in consultation with the Chapter Clerk and Administrator
- i. To monitor the media for appearances, mentions and articles, and to report regularly on them
- j. To report the efficacy of media campaigns and activity

5. Marketing

- a. To promote Lincoln 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
- b. To develop marketing campaigns in response to requirements
- c. To promote events
- d. To report the efficacy of marketing campaigns and activity

6. Additional responsibilities

- a. Any other responsibilities as may reasonably be required by the Dean, the Chapter Clerk or the Business Development Manager
- b. Participate in the arrangements for performance development review and appraisal

Person specification

	Essential	Desired
Education		
Degree in a relevant subject or discipline	✓	
Chartered membership of an established professional association (eg CIM, CIPR)		✓
Postgraduate qualification in a relevant subject or discipline		✓
Skills and aptitudes		
Excellent oral and written communication skills and grammar, with the ability to influence, persuade and inspire	✓	
Self-motivating with the ability meet deadlines, to multi-task, and to work under pressure	✓	
Digital competency in the variety of media	✓	
An eye for detail and the ability to proof-read	✓	
Excellent IT skills	✓	
Knowledge of, and ability with, Adobe Creative Suite		✓
Proven ability in design, photography, and the capture, editing and presentation of video		✓
Knowledge and experience		
At least three years' post-qualification experience in a relevant role	✓	
Established and relevant media contacts	✓	
Excellent knowledge and experience of media campaigns and crisis management	✓	
Experience of organising and planning engagement and media events	✓	
A working knowledge of media law	✓	
Experience in a professional capacity of charities		✓
Personal attributes		
Demonstrates creative thinking and initiative	✓	
Proactive problem solver	✓	
Excellent interpersonal skills	✓	
Team player	✓	
Demonstrates empathy for the vision, mission and values of Lincoln Cathedral	✓	

Application process

Please submit your application using the application form. A CV is not an acceptable substitute but may be attached as an additional document if you wish.

Interview and selection process

Closing date for applications	10 January 2019
Interview date	30 January 2019
Applications by post or email to	Mrs Katie Grainger, PA to the Dean, 11 Minster Yard, Lincoln, LN2 1PJ Email: hradmin@lincolncathedral.com