



Application Pack

Marketing Officer Fixed Term Post - Two Years

November 2022



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 drama events take place during the year along with a range of lectures and talks covering a wide range of topics.

Set in the historic Old Deanery, and overlooking the beautifully landscaped Dean's Green, Lincoln Cathedral Café has delicious food and drink, bright modern interior, and a wonderfully welcoming atmosphere. Lincoln Cathedral shop has long been popular with visitors but is now set in a contemporary new space in the visitor centre, with a stunning boutique look and entrance direct from the Dean's Green. Alongside the café and shop, a suite of community meeting rooms is available for use and hire and there is a learning suite, discovery centre and exhibition gallery.

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. We also offer schools' tours and trails throughout the academic year. Lincoln Cathedral is an exceptional building that was designed to inspire, and it continues to do so. We rely on an exceptional body of employees and volunteers to ensure that the full range of our activities is known beyond the Cathedral walls.

Our Mission

The diocesan mission statement is to be faithful and confident. As we support the bishop in mission, we will build on this as we seek; Joyfully to proclaim the love of God in worship, outreach, service and welcome to all, and to faithfully exercise our role as custodians of a sacred heritage building.

Our Purpose

- To advance the Christian religion in accordance with the faith and practice of the Church of England, by furthering the mission of the Church of England
- To care for and conserve the fabric and structure of the cathedral building
- To advance any other charitable purposes which are ancillary to the furtherance of this purpose

Our Values

Our values reflect the qualities we believe are essential to our life and work, and will help guide us to achieve our objectives, and demonstrate Christian faith and witness as we progress a culture of mutual flourishing, respect and a shared endeavour, that is inspired and challenged by the Gospel.

- Inclusive
- Trustworthy
- Kind
- Collaborative
- Flexible
- Accountable
- Pro-active to change

Organisation, Management and Governance

Lincoln Cathedral is governed by Chapter with support and oversight from the Cathedral Council and college of Canons. The Chapter is responsible for all aspects of the day-to-day management of the Cathedral. Chapter comprises the Dean, three Residentiary Canons, a non-residentiary clergy member from the college of canons, and currently four Lay members with a breadth of business experience. The Senior Leadership Team, chaired and led by the Chief Operating Officer, comprises the Dean, the Residentiary Canons, and the senior leaders of each department. The Team meets regularly to review performance against business plans and strategic objectives and to discuss operational activities.

Job Description

Job Title:	Marketing Officer
Department:	Marketing and Communications
Reporting to:	Marketing and Communications Manager, and ultimately Chapter Clerk/COO
Job Purpose: Working as part of a team, the Marketing Officer is responsible for promoting Lincoln Cathedral as a place of worship and pilgrimage, a heritage visitor destination, an events venue and as a centre of excellence for heritage skills and crafts, music, and education	
Main Duties and Responsibilities: <ul style="list-style-type: none">• Work across all departments within the Cathedral to promote activities and events from all areas of the organisation.• Manage the Cathedral's social media presence across all channels, including Facebook, Instagram, Twitter, and LinkedIn. Design, preparation, posting and scheduling of inspiring social media posts.• Monitor and report on the effectiveness of social media and advertising campaigns.• Manage and update the Cathedral's website. Ensuring all content is accurate, up-to-date, relevant, and engaging. Creating new posts, adding events, updating visitor and worship information.• Create, write, and edit regular digital newsletters that engage with current audiences and win the attention from new demographics, that will foster the next generation of supporters.• Produce high quality marketing materials. Organising and ordering printed marketing materials in line with budgets, brand guidelines and deadlines.• Identify, develop, and maintain external partnerships which can be used to market the Cathedral effectively.• Ensure that all marketing materials, whether printed or digital adhere to the Cathedral brand guidelines and style guide, and that they have an appropriate style and tone for the target audience.• Work with Marketing and Communication Manager to ensure a coordinated approach and clarity of message for all marketing and communications across the organisation.• Support the wider cathedral team with events and activities as and when required.• Undertake any other activities or responsibilities which may reasonably be required by the Dean, Chapter Clerk or Marketing and Communications Manager.	

Additional responsibilities:

- Be accountable for their own development through the performance and development review process and seeking out opportunities to learn new skills
- To be aware of and follow the Cathedral's Safeguarding Policy
- Participate in Church of England Safeguarding training, as required

Health & Safety:

Under the Health and Safety at Work Act 1974, whilst at work, you must take reasonable care for your own health & safety and that of any other person who may be affected by your acts or omissions. In addition, you must cooperate with the Organisation on health & safety and not interfere with, or misuse, anything provided for your health, safety, or welfare.

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.

Living Wage:

The Chapter of Lincoln is a living wage employer.

Inclusivity and Diversity:

Lincoln Cathedral is committed to building an inclusive and varied workplace welcoming people from all backgrounds. All staff are expected to have personal compliance with all legislating, best practice, and the values of the Cathedral.

Person Specification

REQUIREMENTS The post holder must be able to demonstrate:	ESSENTIAL (E) DESIRABLE (D)
Absolute Integrity & Values: The primary purpose of the Cathedral is to be place of Christian worship. Understanding of the Church of England and being able to work comfortably and in sympathy with the worship and mission of the cathedral, engaging in all aspects of the cathedral’s life are essential to this role.	E
Education/Training: <ul style="list-style-type: none"> • Educated to degree standard or equivalent • Some experience working in a marketing or communications department Knowledge & Experience: <ul style="list-style-type: none"> • Demonstrate excellent written and verbal communication skills and grammar, with an eye for detail and the ability to proof-read. • Have proven experience of digital and print marketing, social media and website management. • Show an aptitude for creativity and design in a range of media. • Have a good working knowledge of Adobe Creative Suite. • Self-motivating, with the ability to meet deadlines, multi-task and work under pressure. • Have respect for, and an understanding of the church of England, and demonstrate empathy for the vision, mission and values of Lincoln Cathedral. • Excellent interpersonal and communications skills • Team working skills 	E D E E E E E E D
Special Features: <ul style="list-style-type: none"> • The job holder is sympathetic to the Christian values and ethos of the Cathedral and the Church of England. 	

Main Particulars of the Post

Salary:	£18,914 to £23,116 (depending on experience)
Contract:	Fixed Term – 2 years with the potential to extend if funding allows.
Location:	Lincoln Cathedral, Priorygate, Lincoln LN2 1PL
Accountable to:	The Marketing and Communications Manager
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.
Holidays	33 days per annum (pro rata) including Bank and Public holidays. 3 days must be held for the period between Christmas and New Year.
Parking	There is no onsite parking at the Cathedral

Equality Statement

The Cathedral is committed to the principles of equality and diversity in employment and aims not to discriminate on grounds of gender, age, appearance, race, sexuality, class, ability, culture, nationality, political belief, trade union activity or religious belief.

It is the intention of the Cathedral Chapter to ensure that the principles outlined in the Equal Opportunities Policy are embedded into our planning, decisions and actions which extends to the treatment of job applicants, employees (including former employees) clients, visitors, and pilgrims.

To ensure that Chapter's Equality and Diversity policy is operating effectively (and for no other purpose) we maintain records of employees' and applicants' racial origins, gender and disability. Ongoing monitoring and regular analysis of such records provide the basis of appropriate action to eliminate unlawful direct and indirect discrimination and promote equality and diversity.

Safeguarding Statement

Every person has a value and dignity which comes directly from creation of all people in God's own image and likeness. Christians see this as fulfilled by God's re-creation of us in Christ. Among other things this implies a duty to value all people as having the Holy Spirit within them and therefore to protect them from harm.

We follow the policies adopted by the Church of England and Diocese of Lincoln. We are committed to:

- The care, nurture of, and respectful pastoral ministry with, all children, young people and all adults;
- The safeguarding and protection of all children, young people and adults when they are vulnerable;
- The establishing of safe, caring communities which provide a loving environment where there is "informed vigilance" as to the dangers of abuse

Interview and selection 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.

Closing date for applications: Noon on Wednesday 23rd November

Interview date: w/c 5th December

Applications by email to: recruitment@lincolncathedral.com

If you are invited for interview, you will be asked to produce evidence of your eligibility to work in the UK. Offers of employment are subject to satisfactory references, and, where appropriate, a Disclosure and Barring Service (DBS) check at enhanced level.

The Cathedral reserves the right to interview and appoint at any point during the recruitment process.