



Commercial Director

November 2024



About Lincoln Cathedral

Lincoln Cathedral has been a striking presence above the city for more than 950 years. It is, first and foremost, a working church and hosts a minimum of three services every day of the year, at least one of which is usually sung by our world-renowned choir. It is the seat of the Bishop of Lincoln and the mother church of the diocese, and each year it hosts many county-wide services of celebration, commemoration and memorial.

It 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.

Lincoln Cathedral is also a world-class heritage visitor attraction, and hundreds of thousands of people visit annually to learn about the rich history of the building and the fascinating stories of the people that have brought it to life over the centuries. Our volunteer guides provide floor, roof, tower and other specialist tours throughout the year and the building plays host to a wide range of exhibitions, events and concerts.

The site also includes an award-winning visitor centre, featuring an exhibition gallery and discovery centre where visitors of all ages can delve deeper into the history of the Cathedral, a bright airy café, and the Cathedral shop. A purpose-built learning centre offers outstanding facilities for school visits and family activities, and a suite of community meeting rooms is available for organisations and individuals to hire.

Lincoln Cathedral is a centre of excellence for heritage skills and craft, with its own on-site works department comprised of stonemasons, glaziers, lead workers and joiners, all dedicated to the maintenance, restoration and repair of this internationally significant building.

An exceptional team of skilled staff and volunteers ensure that all who visit receive a warm welcome and an excellent experience, and work towards ensuring a sustainable future so that future generations can continue to enjoy the sacred space of Lincoln Cathedral.

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 which 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.

As an organisation, and individuals with in it, we are:

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

Job Description

Job Title	Commercial Director		
Department	Visitor Experience and Enterprise		
Location	Lincoln Cathedral		
Contract	Permanent		
Line Manager	Chief Operating Officer		
Responsible for	Events and Venue Hire Manager Events and Venue Hire Officer Event Casual staff and volunteers	Visitor Experience Manager Visitor Experience Officers, part-time and casual and volunteers	Retail Manager Retail Assistants part-time and volunteers
Salary	£ 50,000 per year (note a relocation package may be available for the right candidate).		
Hours	35 hours / week including flexibility over evenings and weekends as necessary		
Job Summary	<p>The Commercial Director is a new post and has been created at an exciting time of growth and development in the life of Lincoln Cathedral. The person appointed will be a key strategic leader with a significant role in the cathedral community. Working collaboratively with colleagues, the Director will be at the heart of our planning and operational delivery, having a particular responsibility for income generation, our cultural programme and innovation as well as maintaining excellent external relations with key stakeholders. We need to remain at the heart of the Lincoln visitor economy and, crucially, to continue to deliver an exceptional visitor experience.</p>		

Key Tasks and Responsibilities include:

- To continue to work with colleagues and the team to develop and deliver our core commercial strategy, reviewing that strategy where appropriate
- To develop an entrepreneurial approach to income generation and financial sustainability which is creative, innovative and absolutely consistent with our values and place as a cathedral
- To work with staff and champion volunteer engagement and support to ensure that Lincoln Cathedral continues to provide an outstanding visitor experience, offering a world class welcome.
- To deliver a compelling and footfall-generating arts and cultural programme to help drive visitor numbers and offer a transformative experience for visitors.
- To develop and deliver excellent corporate events offering value and quality in all that we do whether they are graduations, corporate dinners, awards nights, concerts or any of the multiple activities that take place.
- To provide an excellent retail and attractions offer to visitors, especially via our shop, tours and catering operations.
- To build key strategic relationships and partnerships becoming a creative and constructive voice in the wider visitor economy in Lincoln City and County.
- To manage and develop a core group of committed staff and ensure that we continue to offer an excellent and stimulating experience for our many volunteers, without whom we could not survive.
- To play a central role in the on-going development of the cathedral strategy and the on-going development and renewal of cathedral life and activities.
- To build key working relationships with cathedral clergy and senior colleagues in the music, verging, fundraising, finance, communications and maintenance teams
- To deliver to the agreed budget and financial performance requirements

Additional responsibilities:

- To be the Designated Premises Supervisor (DPS) for the Cathedral
- Any other duties as may reasonably required within the role.
- Ensure that the highest standards of professional performance are maintained
- Promote equal opportunities, inclusivity and diversity in the work of the Cathedral
- Ensure compliance with relevant legislation and statutory codes of practice, as advised
- To be aware of and follow, support and model the Cathedral's Safeguarding Policy
- Assist in the evacuation of the Cathedral in accordance with procedures
- Complete in a timely fashion, the Church of England Safeguarding training, as required.
- Participate in the arrangements for performance review and appraisal
- Ensure that skills are regularly updated through participation in training and development activities.

Person Specification

ESSENTIAL	DESIRABLE
Experience	
Experience of income generation and/or significant product development activities	Experience in a senior leadership/management role in a private, public sector, or not-for-profit organisation
Experience of financial management, project management, and target achievement	Experience of social innovation and the creation of social value
	Experience in volunteer management and engagement
Knowledge & Skills	
Ability to build positive relationships with clergy, members of the Senior Leadership Team and Chapter (the Cathedral's governing body), staff, professional advisers, volunteers, regular worshippers, and partner-organisations in the Diocese, City and County	Strong understanding of what makes for a good cultural programme
Excellent team-leader, able to inspire and motivate others, build on their strengths, and develop their potential.	Strong understanding of the corporate events market
Focus on the highest standards of customer service	Strong understanding of retail and catering operations
Strong oral and written communication skills, able to explain and record complex matters clearly and accurately, to be able to write English to a high standard	Experience of working with volunteers
An openness to new and diverse ways of working and developing managers, employees and volunteers	
Ability to work effectively as part of a team from diverse backgrounds	
Medium to Advanced proficiency in Microsoft Office including Word, Excel, PowerPoint, Outlook and Teams	
Personal Qualities	
Integrity	
Strategic thinker about the future of the organization.	
An ability to create a culture where high standards are the norm and there is drive towards continuous improvement	
Imaginative, creative and an excellent problem solver	
Ability to work within and contribute to collaborative innovation networks	
Attention to detail	

Person Specification

Qualifications	
Degree or equivalent qualification / significant senior experience	Relevant professional qualification(s)
Work Related Circumstances	
A person who delights in the history and heritage of the Cathedral, is enthusiastic about its musical tradition, and values its opportunities for engagement with the community through learning, social action, culture, and tourism	
A person able to work flexibly, combining work at management level with being (on occasions) hands-on. Flexible working needed with evening and weekends included	
Commitment to ensuring the Cathedral is a safe place for all	
Commitment to equality, diversity and inclusion	
Full UK driving license and use of a car	
Satisfactory DBS check (basic level)	

The post holder must be in sympathy with the aims and ethos of the Church of England. The post holder must also fully support the values of Lincoln Cathedral

Interview and selection process

Please submit your application using the application form. A CV is not an acceptable substitute, but we would encourage you to attach one.

Closing date for applications: Friday 13 December 2024 at 17:00.

Interview dates: Main panel interview: Tuesday 7 January 2025
Second interview (for successful candidate(s)) 14 January 2025.

Applications by email to: recruitment@lincolncathedral.com

- Lincoln Cathedral is committed to the safer recruitment process
- Lincoln Cathedral is committed to the safeguarding and welfare of all children, young people and adults who may be involved in and/or visit the Cathedral.
- Offers of employment are subject to providing proof of the right to work in the UK, satisfactory references, and, where appropriate, a Disclosure and Barring Service (DBS) check

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.

Inclusivity and Diversity:

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