

### **Job Description**

**Job Title:** Marketing and Communications Manager

**Grade:** D

**Department:** Visitor Engagement

**Line Manager:** Head of Marketing and Communications

**Salary:** £43,200 per annum

*The job description is an operational document that does not form part of the contract of employment.*

*It may be that from time to time an individual is expected to perform tasks that may not be expressly in the job description but are nonetheless necessary in the day to day performance of their duties.*

*St Paul's Cathedral reserves the right to amend the job description as may from time to time be necessary to meet the changing needs of the organisation.*

### **Purpose of the Job**

The main purpose of the role is to develop and deliver the marketing and communications strategy to meet audience, visitor and financial targets, and raise the profile of St Paul's Cathedral and its activity as a place of worship and a major visitor attraction. This will be achieved through effective management of resources, and the delivery of campaigns and engagement across digital, press, print and other media.

### **Main Duties**

Under the direction of the Head of Marketing and Communications, the post holder will:

- Devise and deliver marketing, communications and digital engagement strategies and plans to promote and support the Cathedral's strategic plan, activities, reputation and brand, and meet targets and budgets.

- As part of the Website Monitoring Group, work closely with the Cathedral's website developers, and a cross-departmental team of Web Editors and Digital Champions to ensure a positive user experience and efficient functioning across all devices; implement Google Analytics insights and manage relationship with web developers.
- Create, commission and curate dynamic and engaging content (including copy, images and videos) for the website and social media channels.
- Write and collate compelling, targeted copy for a range of audiences and media.
- Work with colleagues across the Cathedral to develop digital marketing campaigns that enable the Cathedral to reach and communicate with key audiences. Brief media booking agency, and manage and optimise campaigns.
- Act as brand ambassador: ensure the Cathedral's brand guidelines, house style and tone of voice are used consistently across all marketing channels, communications and collateral, and clearly communicated with partners.
- Support internal communications, keeping staff and volunteers up to date with organisational activity and promotional messaging.
- Work closely with the Cathedral's press and PR agency to coordinate publicity, filming requests, interviews, photocalls and other PR events as necessary.
- Monitor, evaluate and report on the impact of work across all channels, using data from social media and Google Analytics, etc. to optimise performance and inform future campaigns.
- Brief external graphic designer and coordinate the design and production of printed collateral as required.
- Ensure all digital and print marketing materials are accessible and inclusive.
- Retain up to date job knowledge and skills by participating in continuous professional development, e.g. training, professional/trade publications, maintaining personal networks, and membership of relevant professional organisations.
- Manage the marketing budget.
- Line manage team members, including setting objectives, conducting reviews and having oversight of day-to-day tasks.

### **Person Specification**

Essential experience, knowledge and skills:

- Experience of working in marketing and communications in a heritage, cultural or religious organisation, charity, or similar setting.
- Demonstrable experience of developing, delivering and evaluating marketing and communications strategies across online and offline channels to meet agreed KPIs and budgets.
- Experience of creating and/or commissioning impactful, high quality content (copy, visual artwork, videos, etc.) for different audiences and channels.
- Confident in delivering digital marketing campaigns (across website, social media and email marketing) with demonstrable experience of growing audience reach and engagement.

- Strong understanding of how to manage media relations, reputation and brand integrity, including tone of voice and house style.
- Good working knowledge of design and print production process.
- Confident communicator with well-honed written and verbal skills.
- Ability to build positive relationships with a wide range of stakeholders, including colleagues, suppliers, audiences, media and partners.
- Confident advocacy, diplomacy and negotiation skills.
- Experience of undertaking audience research and analysing data to maximise marketing opportunities, inform decision-making and measure impact.
- Experience of line managing paid or voluntary staff with the ability to delegate and motivate.
- Confident IT user, including: Microsoft Office applications, website content management systems such as Drupal or WordPress; social media channels and social media management tools such as Hootsuite; email marketing platforms such as MailChimp.
- Experience of managing a marketing budget to deliver cost effective and impactful outputs.
- Strong understanding of issues relating to equality, diversity and inclusion and of how to create accessible and inclusive marketing materials.
- Proven organisation skills with the ability to work on multiple projects concurrently, meet deadlines and plan and prioritise workload.
- Ability to work supportively and collaboratively within a team, as well independently using own initiative.
- A creative thinker with a positive, flexible and solutions-focused approach.

Desirable experience, knowledge and skills:

- Knowledge and/or experience of the Church of England.
- Experience of using image editing software, with keen interest in photography and design.
- Experience of coordinating and/or managing internal communications.
- Understanding of GDPR requirements.

The individual will be in sympathy with, and in their work support, the Christian aims and mission of St Paul's Cathedral.