



COMMUNICATIONS & DIGITAL MEDIA OFFICER



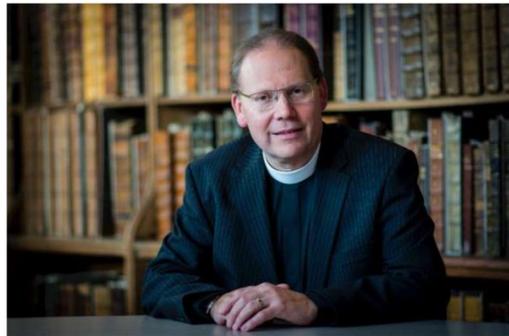
Summer 2021

Welcome from The Dean, the Very Reverend Peter Howell-Jones

Thank you for your interest in the position of Communications & Digital Media Officer at Blackburn Cathedral. As we prepare to work differently following the challenges of COVID-19 we are seeking an outstanding and innovative Communications & Digital Media Officer with the drive, experience, skills and flair to contribute to the transformation of the Cathedral's public profile as we deliver on our Strategic Plan.

We are looking for a Communications & Digital Media Officer who shares our vision and commitment to keep telling the story of Jesus and helping people to encounter God afresh through worship and service to the wider community in ways that are meaningful and have relevance in our world today. With significant experience of a communications and digital media management environment, the Communications & Digital Media Officer will bring creativity, energy and drive to assist the Dean and Chapter in the delivery of our strategic aims and objectives and will themselves play an important part in shaping the future life, growth and sustainability of the Cathedral. The Cathedral provides a dramatic backdrop for an array of cultural events, including, gala dinners; award ceremonies; civic and community engagements; conferences; exhibitions; and exceptional music performances.

The impact of COVID-19 should not be underestimated in the affect it has had on the mission and ministry of Blackburn Cathedral. Our financial position is fragile, but our commitment as a team to navigate these uncertain times successfully is both encouraging and exciting to be part of. You will be joining a team who enjoy working together and are excited by the challenges that are before us. As Charles Darwin once said "It is not the strongest of the species that survive, nor the most intelligent, rather, it is those most responsive to change."



We aspire to appoint a Communications & Digital Media Officer with the tenacity and determination to respond to the changing environment around us and help to get the job done!

Our website www.blackburncathedral.com will provide you with a glimpse of who we are as a community.

If you would like to speak further please contact Pauline Rowe, Executive Assistant to The Dean on 01254 277431 to arrange a phone conversation.

Once again, thank you for your interest.

With every blessing,

The Very Reverend Peter Howell-Jones
Dean of Blackburn

Background Information

Blackburn Cathedral is one of England's newest cathedrals, yet it is one of the country's oldest places of Christian worship. Blackburn Cathedral is a living community of prayer and worship, a centre of excellence in Church Music, education and community engagement and plays a key role as the Mother Church of the Diocese of Blackburn serving the Christian and wider community across the whole of Lancashire. It is also the most prominent of Blackburn's heritage assets and tourist attractions, and a key cultural venue for Blackburn and the wider county of Lancashire.

Blackburn Cathedral is a truly remarkable building. Reference to a church on the site is made in the Domesday Book, compiled in 1086, though other sources – the Saxon Chronicle among them – would seem to support the long-held belief that a church dedicated to St Mary can be dated to the year 596.

The Cathedral Church we know today is a development of the 1820-26 design built by John Palmer, when Blackburn emerged as the fulcrum of the industrial revolution. The early nineteenth century church was extensively rebuilt after a fire in 1831, and the bulk of it survives in the present structure as the western tower, nave and side aisles.

A century later, William Temple, then Bishop of Manchester, chose Blackburn as the focus for a new diocese. The church of St Mary was chosen to be the new cathedral and an extension scheme by William Adam Forsyth sought to take the building a stage further. Work started in 1928, and halted in 1941 during World War II, began again with a reduced budget in 1951 but never finished Forsyth's plans, which included a central tower of dominating Gothic proportions.

In 1962, Laurence King was appointed architect. His design for a concrete central corona reduced the building's Gothic emphasis and was made ready for its eventual consecration in 1977.



But work never stops, The Archbishop of York, Dr John Sentamu visited Blackburn Cathedral in July 2016 to officially open the new Cathedral Court. The development includes the first cloisters to be built at a UK cathedral for over 500 years and also marks the final portion of the large-scale regeneration of the areas around the Cathedral, known as the Cathedral Quarter.

Cathedral Governance

Since 1999, cathedrals have been governed in accordance with the Cathedrals Measure (<http://www.legislation.gov.uk/ukcm/1999/1/contents>). The Measure states the purpose of cathedrals and specifies how they are to be governed, creating three new bodies which together form the body corporate of a cathedral – the Chapter, Council and College of Canons.

Chapter

There are twelve members of Chapter. The Dean (Chair) and four residentiary Canons, a Canon appointed by the College of Canons, two members appointed by the Bishop from within the Cathedral congregation, two members appointed by the Bishop's Council, and two members appointed by the Bishop.

The Cathedral Council

The Council meets at least twice a year to support the spiritual, pastoral, evangelistic, social and educational work of the Cathedral, and to review and advise Chapter in their oversight of the Cathedral's mission and ministry. Its membership is drawn from across the Diocese and specified in the Cathedral Constitution and Statutes. The Council is chaired by a lay person who is appointed by the Diocesan Bishop.



The College of Canons

The College is chaired by The Dean and meets twice each year. There are twenty Ordained Canons, fifteen Lay Canons and two Ecumenical Canons in addition to the Residentiary Canons, Suffragan Bishops and Archdeacons.

In April 2021, new legislation was enacted in the form of the Cathedrals Measure 2021, which

is to assist with the transition of cathedrals to becoming registered and regulated by the Charity Commission with updated and revised Governance arrangements.

Vision, Purpose and Values

Our Vision, Purpose, values and critical projects can be found on our website: https://blackburncathedral.com/single/wp-content/uploads/2019/10/BC_strategy.pdf

The 2020 Accounts can be found at:

<https://blackburncathedral.com/single/wp-content/uploads/2020/05/2020-Accounts.pdf>

Job Description

Job Title: Communications & Digital Media Officer
Responsible to: The Dean and the Chief Financial & Operating Officer (CFOO)
Line Manager: Chief Financial & Operating Officer

Role Responsibility

This post builds on the work underway by existing Cathedral staff to increase the Cathedral's public profile substantially. The post will involve a high level of collaboration with the whole Cathedral Staff team and volunteers in order to design and deliver a Communication & Digital Media Strategy.

This post will enable the Cathedral to achieve its desire to extend its reach and professionalise its current means of communicating its message by engaging a dedicated member of staff so that we can grow God's mission. The post holder will work within the Strategic Plan of the Cathedral and need to co-ordinate closely with the new Fundraising Officer and the existing Operations Manager. The post holder will be line managed by the Chief Financial & Operating Officer.

All roles at the Cathedral are 'hands-on' in the sense that we cover all aspects of a post from design to delivery.



Key Responsibilities

1 Marketing

- Deliver and manage the Cathedral's marketing strategy;
- Deliver an annual marketing plan and specific marketing campaigns for the Cathedral's wide-ranging activities including music and services; learning and engagement; commercial events; and, fundraising;
- Work in collaboration with internal colleagues to ensure marketing and communications is effectively delivered for all areas of the Cathedral's work;
- Develop and create engaging content for digital marketing channels, including the website, social media platforms and e-newsletters;
- Develop and create traditional marketing collateral including brochures, flyers, posters and adverts;
- Undertake market research and analysis to support the marketing strategy and marketing campaigns, working across the organisation to maximise our potential reach and impact;
- Track, analyse and report on the impact and return on investment of all marketing activities, including via Google analytics and social media analytics;
- Support the development and delivery of the Cathedral's brand, ensuring brand guidelines are implemented and there is consistent internal and external communication;
- Be responsible for updating and developing the website, with support from colleagues;
- Respond to enquiries received via social media channels in a timely manner;
- Monitor relevant online reviews and respond where necessary.

2 Communications

- Work with assigned volunteers and staff colleagues to ensure effective communications through the Cathedral's regular online and print mailings;
- Support the Cathedral to implement an effective advocacy strategy with key stakeholders;
- Work proactively with local, regional, and specialist press and media to raise the profile of the Cathedral, including through writing press releases and being the initial point of contact for media enquiries.

3 Digital Engagement

- With the Fundraising Officer, to manage the implementation of professional standard live broadcasting from the Cathedral;
- To undertake at least one annual digital project from scoping to implementation and evaluation. The nature of such projects will respond to the needs of our audiences, for example, a digital self-guided tour for visitors.

4 General

- Ability to deliver projects on time and on budget;
- Act as an ambassador for Blackburn Cathedral at all times including attending events as required;
- Undertake administrative duties as required. This position will be self-supporting administratively;
- To follow and abide by Blackburn Cathedral's policies and procedures as detailed in the Staff Handbook at all times including Safeguarding; Health and Safety; Equal Opportunities; and, Confidentiality;
- Other duties as may be specified by the line manager from time to time;
- Some weekend and evening work will be necessary.

Person Specification

Requirements	Essential (E) Desirable (D)	Measured by: A – Application D – Documents I – Interview R - References
Qualifications		
Degree level qualification and/or The Chartered Institute of Marketing ('CIM') qualification	D	D
Skills		
Ability to empathise with others of a different mind-set and with the emotional intelligence skills necessary to explain and convey concepts that some may not be initially sympathetic to.	E	A / I
Ability to research	E	A
Understanding of good business practice and financial management	E	A / I
Analytical powers with matching judgement	E	A / I
Ability to set and deliver on agreed targets	E	A / I
Very good administrative abilities and attention to detail	E	A / I
Proven ability to plan, monitor and report on all aspects of marketing, communication and media operations.	E	A / R
Exceptional people skills and personal impact, with the ability to engage with and influence a variety of different people.	E	A / I
Excellent communication skills – both verbal and written.	E	A / I
Ability to pro-actively develop relationships and opportunities in a sensitive and appropriate manner.	E	I
I T competent	E	A
Ability to work closely and flexibly within a small team.	E	A
Ability to take initiatives and adapt.	E	A
Experience		
Proven track record of delivering and managing marketing campaigns across multiple channels and targeted at different groups.	E	A / R
Proven and demonstrable experience in creating and commissioning content and marketing collateral.	E	A / R
Demonstrable experience of working with agencies, for example PR, creative and digital.	E	A / I
Proven understanding of the current marketing landscape including digital and traditional marketing channels.	E	A / I

Requirements	Essential (E) Desirable (D)	Measured by: A – Application D – Documents I – Interview R - References
Demonstrable experience of conducting marketing research and analysis to inform strategy.	E	A / I
Managing communications using various channels to effectively communicate with different audiences.	E	A / I
Good evaluation and analytical skills and ability to communicate evaluation of marketing campaigns to multiple audiences.	E	A / I
Working with volunteers	D	A
Working with websites and CRM systems	D	A
Designing print.	D	A
Strong photography skills.	D	A
Three years' experience in marketing; digital marketing; e-commerce or communication role.	E	A
Knowledge		
A working knowledge of the Church of England and the Christian faith.	D	A / I
Attitudes		
Honesty, integrity and strong values. The appointee needs to be able to work comfortably in a faith-based organisation and be sympathetic to, and supportive of, Christian values.	E	I
A wholehearted commitment to the success of the Cathedral.	E	I
Flexible and adaptable under pressure.	E	I
The willingness to work flexible hours on occasion, with periods of considerable intensity, as required.	E	I
Self-organisation and the ability to balance own work load.	E	I
Discretion and sensitivity to others.	E	A / I

Terms and Conditions of Employment

The employer is Blackburn Cathedral on a permanent contract and the post holder will be responsible to The Dean and the Chief Financial & Operating Officer.

As a key lay employee of the Cathedral the post holder is expected to work such hours and times as are necessary for the proper performance of the job. In view of the nature of the role and the work and mission of the Cathedral this will require some flexibility and will include some evening and weekend working, as well as attendance at some significant Cathedral services.

Salary

£26,000 - £30,000 per annum depending on skills and experience.

Place of work

Blackburn Cathedral, Cathedral Offices, Cathedral Close, Blackburn, Lancashire, BB1 5AA.

Probation

The position is subject to a three-month probationary period, during which the appointment may be terminated by either party with one month's notice. After the successful completion of the probationary period the notice period is three months' notice on either side.

Benefits

28 days' holiday per year plus UK Bank Holidays.

Entitlement to join the Cathedral pension scheme with the Chapter contributing 5% of gross monthly salary.

Expenses

Reasonable working expenses will be met in line with Chapter policy.

Office and Administrative Support

A desk is provided for the Communications & Media Officer within an open plan office.

The Recruitment Process

Applications

To apply for this post, please submit the following:

- A completed outline application form;
- A cover letter which addresses the appointment criteria described in the person specification, explaining how your skills and experience match the requirements of the role.

Completed application forms should be sent to: Pauline.Rowe@blackburncathedral.co.uk

Closing date for applications

12 noon on Friday 27th August 2021.

Selection process

Shortlisting will take place on Tuesday 31st August 2021 and candidates selected for interview will be advised by Friday 3rd September 2021.

The selection process for those shortlisted will be conducted on 27th September 2021. Candidates will be interviewed by a panel and be asked to begin with a short presentation.

Any offer of appointment will be dependent on the receipt of satisfactory references and an appropriate DBS clearance.

Current Staff

The Dean	The Very Revd Peter Howell-Jones
The Canon Missioner and Vice Dean	Revd Canon Dr Rowena Pailing
The Canon Precentor	Revd Canon Gary O'Neill
Chief Financial & Operating Officer and Chapter Clerk	Colin Jones
Executive Assistant to The Dean and Operations Manager	Pauline Rowe
Director of Music	John Robinson
Head Virger	Mark Pickering
Safeguarding Adviser	Jenny Price
Commercial Manager	Vacant
Fundraising Officer	Vacant
Communications & Digital Media Officer	Vacant
Finance Officer	Marge Spencer
Education Officer (part-time)	Sian Howell-Jones
Youth Choir Leader (part-time)	Helen Davies
Music Outreach Manager (part-time)	Vacant
Virger	Alex Barnes
Virger (part-time)	Rachel Fielding
Stewardship Officer (volunteer, part-time)	Vacant
Lay Clerks / Choral Scholars (part-time)	

Organisational Chart

