



Vacancy Detail

Overview, Role Detail and Person Specification

Cathedral Digital Officer

Initially fixed term contract (for three years)

Full time hours (37.5 per week)

£28,000 per annum



This post will be offered subject to receiving satisfactory references and providing evidence of the right to remain and work in the United Kingdom. Manchester Cathedral is proud to be an accredited Living Wage Employer.

Overview

Preamble

The Collegiate Church of Manchester was first founded in 1421 by Charter and Royal Licence from King Henry V. The College was dissolved by Act of Parliament in the reign of King Edward VI and was in the year 1553 refounded by Queen Mary; it was again dissolved in the reign of Queen Elizabeth who thereupon granted it another Charter. The existing Charter was granted by King Charles I with the object of continuing and restoring the old College and founding it anew and by that Charter the College, consisting of a Warden and four Fellows, all being priests, was incorporated by the name of the " Warden and Fellows of the College of Christ in Manchester founded by King Charles " with perpetual succession. The Charter also provides that there shall be "forever in the said College two Chaplains or Vicars, being Clerks, and four men, being either Clerks or laymen, and four boys skilled in music, to perform daily prayers and Divine service in the Chapel of the College."

The Ecclesiastical Commissioners Act 1840 enacted that the Warden and the Fellows should be styled respectively the Dean and the Canons.

By Order in Council dated the 10th day of August, 1847, it was ordered that the Collegiate Church of Manchester should be constituted and become and should forever thereafter be a Cathedral Church and the seat of a Bishop and should be invested with all the honours, dignities and privileges of a Cathedral Church or Episcopal seat and that the Dean and Canons of the said Cathedral Church should be the Dean and Chapter thereof.

The Dean and Residentiary Canons are seized of the Rectory of the ancient Parish of Manchester, and the Dean, as well as being Chairman of the Chapter, is the Rector of the Residuary Parish of Manchester. As such, the Dean still acts as Chairman of the meeting of parishioners and Annual Church Parochial Meeting which have continued to be held according to ancient usage for the Residuary Parish of Manchester, at which Church Wardens continue to be elected annually and at which all other things necessary to be done at a meeting of parishioners and Annual Parochial Church Meeting continue to be done.

The finances of the Cathedral Church are governed by the Parish of Manchester Division Act 1850 and the Parish of Manchester Revenues Measure 1933 and other legislation.

A new Constitution and Statutes were drawn up by a Transitional Council established in accordance with the Cathedrals Measure 1999 and came into effect at Pentecost, 2002. New measures to strengthen governance and operational frameworks for England's cathedrals received their final approval by General Synod in November 2020; the new Measure has since been referred to Parliament and received Royal Assent in April 2021.

Vision

Led by the Holy Spirit we seek to:

- **be a sign** of the presence of God in the world as sacred space for worship, prayer, hospitality and sanctuary;
- **witness** to the inclusive gospel of Jesus Christ in word and deed;
- **encourage** and support Christian pilgrimage, spiritual formation and Christian education;
- **be a place of excellence** in supporting the ministry of the bishop, the diocese and its parishes, together with other churches in the city;
- **celebrate our diversity** as a city and diocese; engage prophetically for justice, peace and reconciliation in God's world;
- **engage in critical theological reflection and action** in collaboration with other agencies and especially with the universities;
- **preserve and develop** our heritage;
- **celebrate human flourishing** through music and the arts.

Background

The Cathedral is a praying community, founded as a Collegiate Church in 1421 and established as a Cathedra in 1847. Our spiritual life is sustained by the Daily Office and the celebration of the Holy Eucharist, and stands within the broad tradition within Anglicanism. Theologically we sit within the broad liberal tradition within the Church of England whilst at the same time being open to other traditions within the Church.

It is the seat of the Bishop of Manchester and plays its part in promoting the life and mission of the Diocese of Manchester, whose mother church it is. The Dean and Chapter ensure that the Cathedral plays its part in praying for and supporting the ministry of the bishop. The Cathedral Chapter aspires to excellence in liturgy and music, and asks visiting choirs and others responsible for planning or leading worship or other events here to share our aspiration. We are proud of our world class musicians and choir. Our choristers are recruited from the world renowned Chetham's School of Music next door to the Cathedral and form our statutory choir.

The Cathedral Chapter believes that the Gospel of Jesus Christ commits us to just and loving relationships and to offering generous hospitality irrespective of age, gender, sexual orientation, race, disability, religious conviction or social status. To this we seek to live as an inclusive community of faith seeking to offer generous hospitality to all people. We are committed to developing the Cathedral as a place of hospitality for Christians of all traditions, people of all faiths or none, and for our civic life. The Chapter recognises that at the heart of the life of the Cathedral are the Eucharist and the Opus Dei. We are committed to modern, inclusive, imaginative and accessible worship; as cathedral for the Diocese, the worship offered on diocesan occasions seeks to be non-partisan, excellent and engaging.

The clergy team comprises the Dean and three Residentiary Canons (Canon for Theology and Mission and Sub-Dean, Canon Precentor and the Archdeacon). There is also a retired Cathedral Chaplain and a Cathedral Curate who help to lead worship and provide priestly ministry to the community; there are also a group of Honorary Day Chaplains, mostly retired, who assist with pastoral care in the Cathedral during the daytime.

A central administrative team helps enable the Dean and Chapter to fulfil their mission within the framework of a strategic plan, bearing in mind the Cathedral's role as mother church for the Diocese of Manchester, a centre of Christian mission, an historic civic institution, a place of worship and learning, a historic visitor attraction and the seat of the Bishop of Manchester. The team contributes directly to the Cathedral's mission by underpinning the Dean and Chapter with an effective administrative support service that provides the highest professional values, cross-functional teamwork, excellent customer service, innovation and cathedral wide collaboration. The Cathedral Digital Officer will be a key member of the team providing a high quality digital marketing and communications support to the Dean, clergy team and heads of departments by managing a broad spectrum of digital and social media, designing publications, preparing press statements and overseeing all elements of external communications including the promotion of the Cathedral as a venue for hire.

Development Project

The Manchester Cathedral Development Project, launched in 2010 by the Bishop of Manchester, supports the mission of the Cathedral by the sustainable repair and renewal of its fabric and facilities for the 21st century. Almost £12 million was raised in the succeeding decade. A second phase of the project has been designed and tested over the past five years. The priorities of the second phase, for which the role of the Cathedral Digital Officer will give critically important support, are as follows:

- To realise the West End development, including improved visibility for the Cathedral, level access at the West Door, and toilet provision, making connections with Cathedral Square and the Glade of Light memorial garden, in collaboration with Manchester City Council;
- The opening of the Tower for tours, as a new source of income, digitally and in person;
- The relocation of the Sacristy to the Champneys south east wing;
- The creation of improved facilities for learning and heritage interpretation;
- The provision of income-generating commercial accommodation, based on the Bishop Wickham Library and related infrastructure, and on the events marquee; and,
- The improvement of working conditions for staff and volunteers of the Cathedral.

The output from the project will benefit the entire community, including worshipping congregations and visitors, those in need or distress, and those involved in music, learning and heritage interpretation.

Role Purpose

Manchester Cathedral is an inclusive community of faith called to build the Kingdom of God through faith and discipleship in Jesus Christ through the power of the Holy Spirit. We are first and foremost a house of prayer and worship for all nations and we serve a very diverse city region as its Cathedral. The Cathedral Digital Officer will help the Dean and Chapter extend its holistic vision for prayer, worship, and missional outreach through all aspects of online communications and service. Alongside this primary responsibility, the appointee will also help to promote and market the Cathedral as a commercial venue for hire to make the building sustainable for the medium to long term.

The successful candidate will be able to demonstrate the capacity to work flexibly and effectively using their own initiative. They will be confident in taking the lead on, and advising on, the development of our digital marketing and communications for a wide range of activities and be comfortable in working within a faith-based organisation. They will be expected to demonstrate strong organisational and interpersonal skills and have well developed personal management and communication skills; they will also be creative, energetic and open with the ability to work collaboratively with external media partners across the city (e.g. The Manc), wider region and nationally.

Responsibilities

- Working with the Dean and Chapter to develop our livestreaming of services and other key events, with scope to follow-up particular audiences with the clergy team and assist in the development of our online congregation and dispersed community of faith. This will include developing online bible studies and other religious or spiritual content together with the clergy team ready for broadcast.
- To work with and support the Director of Fundraising and Development with the preparation and implementation of an annual schedule of commercial activity through the use of social media and website, in order to support sales with agreed revenue targets.
- To develop new income streams through online giving facilities and to encourage donations and other free-will offerings.
- To manage and update information for the Cathedral website, staff intranet, Twitter, Facebook, Instagram, LinkedIn and other social media platforms in order to promote the spiritual and commercial needs of the wider community, including the business sector, and to drive sales of Cathedral facilities and activities for commercial bookings.
- To develop a marketing plan for Cathedral commercial opportunities that draws in visitors and customers to agreed year on year increases, including on-site and remote interaction with the Cathedral.
- To build strong and enduring relations with key stakeholders (including the Diocese of Manchester, Manchester City Council and the Greater Manchester Combined Authority, Marketing Manchester, and Unique Venues) so that all practicable channels of regional, national and international publicity are fully exploited and partnership projects effectively managed.
- To produce and maintain a range of high quality digital and print information for the Cathedral website and social media, including a dedicated data base that delivers regular digital communications to targeted audiences, with monitoring and evaluation built into all activities for the purpose of performance reports to the Dean and Chapter and other agencies.
- To evaluate the Cathedral's digital marketing activity alongside the Dean and in collaboration with other professionals and agencies, by undertaking customer research, testing market conditions, comparing competitor data and monitoring key performance indicators of our current channels (e.g. website interaction hits and page dwell time, e-news delivery and response, attainment of targeted marketing campaigns etc.).
- To work closely with the Dean, clergy and senior lay officers to ensure that the aims and objectives of Vision 2030 are promoted digitally.
- To working closely with the Dean in promoting our overseas links to encourage dialogue, friendship and missional collaborations using our digital platforms.
- To work with the Dean and clergy team to promote inter-faith work, climate change awareness and community cohesion using our digital platforms.
- To contribute at all times to the efficient and effective operation of the Cathedral and to sustain its dignity and beauty as a place of worship, education, heritage and outreach.

- To participate in a planned programme of professional development in order to maintain growth in professional skills and knowledge by attending training courses, including for personal development related to the aims of the post, to keep alert to relevant legislation, and to promote training opportunities for clergy and staff in the use of digital media.
- To ensure that Manchester Cathedral remains a safe and secure environment whereby children, young people and those who may be vulnerable for any reason are able to visit, worship and pursue their faith journey in accordance with the policy and procedures laid out in 'The Cathedral Safeguarding Handbook'.
- To bring to the attention of the Cathedral Administrator any matters relating to the health and safety of staff, clergy, volunteers and visitors.
- To engage with the Cathedral's commitment to deliver value for money services that optimise the use of resources by maintaining a cost-conscious approach when undertaking all duties and aspects of the role.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances and you may be asked to perform other duties appropriate to the role as may be required by the Dean. It does not form part of your Contract of Employment.

Person Specification

Qualifications

	The successful candidate should have:	Essential/ Desirable	Tested by* A, I, P, T
1	A good general education at undergraduate degree level (or equivalent experience);	Essential	A
2	A relevant professional membership or qualification (e.g. Chartered Institute of Marketing).	Desirable	A

Background & Experience

	The successful candidate should have:	Essential/ Desirable	Tested by* A, I, P, T
3	Relevant experience in digital marketing, communications and/or e-commerce;	Essential	A
4	Experience of delivering and managing digital communications or marketing campaigns across multiple channels both an operational and strategic level;	Essential	A, I, P
5	Experience of supporting commercial and fundraising functions in the digital space;	Essential	A, I, P
6	Experience of providing a personal contribution to new initiatives.	Essential	A, I

Knowledge

	The successful candidate should have demonstrable knowledge of:	Essential/ Desirable	Tested by* A, I, P, T
7	Digital marketing best practice;	Essential	A, I
8	Website content management systems and various social medias;	Essential	A, I
9	Website tracking analysis software to measure and improve our digital media activities.	Desirable	A

Skills & Competencies

	The successful candidate should demonstrate:	Essential/ Desirable	Tested by* A, I, P, T
10	Multimedia production and content generation skills with a demonstrable creative approach to developing, implementing and evaluating digital media activities;	Essential	A, I
11	An understanding of working within a strong brand identity;	Essential	A, I
12	Acute time management skills with the ability to work to deadlines;	Essential	A
13	The ability to work with minimum supervision and be unafraid of being accountable when taking the initiative and when having to work autonomously;	Essential	A, I
14	The ability to perform tasks accurately with attention to detail;	Essential	A
15	Excellent interpersonal skills;	Essential	A, I
16	A commitment to quality in all that they do;	Essential	A, I
17	The ability to work flexibly and collaboratively in a highly complex and busy cathedral and be comfortable in working within a faith-based organisation.	Essential	A, I

A = Application form, I = Interview, P = Presentation, T = Test

Additional information

- Shortlisted candidates will be interviewed on 22 or 23 November 2021.
- The post will be fixed term for three years but with the possibility of being extended or made permanent dependent on funding. This opportunity has been funded by a grant from the Cathedrals Sustainability Fund that was awarded by the Cathedrals and Bishops Committee of the Church Commissioners; it will be subject to identifiable milestones, monitoring and evaluation.
- This is a full-time post of 37.5 hours per week generally working Monday to Friday but the role will require periodic evening and weekend working and a flexible approach to working hours at busy times of the year.
- The role will report directly to the Dean of Manchester.
- This role qualifies for auto enrolment into our pension scheme after three months' continuous service, which is the Church of England Church Workers' Pension Fund Pension Builder 2014 (entitlement to 10.5% of your salary level is automatically paid into the pension fund at no cost to you and there is no compulsory employee contribution).
- 25 days' annual leave plus bank holidays.
- Free car parking is available to staff at a designated city centre car park (this is a non-contractual benefit and subject to review).
- This role does not involve any regulated activity and so you will not be asked to work directly with, supervise, or chaperone children or choristers. However, to ensure that Manchester Cathedral remains a safe and secure environment whereby children, young people and those who may be vulnerable for any reason are able to visit, worship and pursue their faith journey, the appointee will be expected to undertake mandatory diocesan safeguarding training up to and including leadership level.
- Mandatory GDPR training will be provided.
- Manchester Cathedral is committed to respecting your privacy and protecting your personal information. We will only use the personal information you provide during the application process to assess your suitability to work with us. You can review our Privacy Notice for Applicants online from the outset of the application process, which clearly outlines how your personal data is used and your legal rights regarding its use.
- Informal conversations are welcomed by the Dean of Manchester prior to submitting an application, which may be arranged by contacting his PA on 0161 833 2220.

Organisational Chart

