



<b><u>Job profile:</u></b>	<b>Cathedral Communications Officer</b>
<b><u>Location:</u></b>	Clergy House, Westminster Cathedral
<b><u>Reporting to:</u></b>	Cathedral Manager
<b><u>Liaising with:</u></b>	Cathedral Administrator and Precentor Diocesan communications team Other Cathedral Department Heads Members of Cathedral Finance & Planning Committee

**Job Reference No:** 186-ADM551100

## **Job Purpose:**

The Cathedral Communications Officer will be responsible for developing a public relations/marketing programme to raise awareness of the Cathedral among key external audiences while encouraging greater engagement with the existing Cathedral Community.

An important component of the role will be creating and producing content for the Westminster Cathedral website and other mass audience digital platforms. This could include but is not limited to videos, blogs articles, reviews and online resources including social media platforms.

The appointee will also have responsibility for overseeing the Cathedral's live stream used for transmitting services and will, from time to time, need to take charge of the transmission of major events.

## **Main areas of responsibilities**

### **Marketing and development**

- Working with others, create and execute a new Communications strategy for Westminster Cathedral, aimed at increasing attendance at services and visitor numbers overall.
- Manage all requests for information or publicity material from external media and organisations.
- When required, supervise the activities of any photographers and media crews granted access to the Cathedral.
- Develop printed materials/promotional literature as required.
- Support Cathedral Manager in developing the new Cathedral database.

### **Managing Digital Assets:**

- Create content to refresh and maintain the main pages of the Cathedral website.
- Implement functionality and design updates for the website.
- Manage and create content for social media accounts whilst building up the membership of each platform, ensuring regular posts to share information and drive traffic to the website. This includes but is not limited to Twitter, Facebook, Instagram, Vimeo, Flickr and Issuu.
- Conduct content audits to identify gaps and redundancies in the site content.
- Review editorial content as required
- Regularly review analytics and recommend changes as appropriate.
- Develop an approved digital library of high definition imagery – photo and video.

### **Additional Responsibilities**

- Develop policies relating to management of the Cathedral's website content.
- Assist colleagues and clergy within the Cathedral in creating and producing content for the website and provide on-going support.
- Assist with other ad hoc tasks communications as required.
- Developing expertise in the use of the Cathedral's live stream, training a team of volunteers, such that the post holder can take responsibility for the transmission of major events, if required.

### **Person specification:**

### **Cathedral Communications Officer**

### **Contract Type:**

Permanent

### **Salary**

£30,000 per annum – depending on experience, more could be available for an exceptional candidate.

### **Hours of work:**

35 hours per week (Monday to Friday 9am to 5pm with evening and weekend work as required)

### **Experience required**

1. Relevant experience in a similar role.
2. Understanding of the Catholic faith and Catholic Church.

### **Competences required**

- A proven track record in developing communications programmes that produce measurable results
- Strong organisational skills
- Excellent written and verbal communication with complete fluency in spoken and written English.
- A self-starter with the ability to work with minimal supervision.
- Keen eye for detail and accuracy.
- Ability to adopt a flexible approach.
- Ability to remain calm in the face of pressure.
- Ability to work well in a team and assist colleagues when required.
- Proficiency in use of various social media.
- Ability to use/learn WordPress, the Cathedral website CMS.
- Some knowledge of design software.
- Proficiency in use of Microsoft Office software.

**N.B** This is not intended to be a comprehensive description of the duties of the post. The post holder may be required to undertake other related duties as required.