

Job Description

St Paul's Institute

Job Title:	Communications and Events Manager	Grade: C
Department:	St Paul's Institute	
Line Manager:	Director of St Paul's Institute	
Head of Department:	Director of St Paul's Institute	
Closing Date:	Sunday 6 th October 2019	

Introduction

The mission of St. Paul's Institute is to influence the way leaders from the city, business, professions and wider society see, think and feel about the biggest economic and social issues of our times. Over the long term our aim is to contribute to the transformation of society for the common good, by creating the possibility for systemic and structural change. We will do this through participative open dialogue, creative research and influence, acting as a catalyst to bring people from all sectors and walks of life together to explore 'higher ground' and find new ways forward. Our exploration of 'higher ground' will be distinctive because it is informed by a Christian outlook on the world, both in the way we work and in the questions we pose. In doing so we will walk as companions, with others, seeking not only the truth of how things are, but also the truth of how things might otherwise be. To realise such a strategy, we start by working on issues of the highest importance, to the times we live in. Such issues may well be difficult, cross cutting, bridging the often-divided worlds, of the city, business, professions, politics, wider society and faith. We will act as a catalyst, partnering with other academic institutions, professional bodies, communities and social groups to maximise influence of the issues we are working on.

The world is changing in unnerving ways, and we seek to explore how power is evolving, affecting our economy, wider society, the communities in which we live and our personal lives and freedoms. Bringing this agenda to life, we propose that our first major theme be focused on the **Nature of Power in the 21st Century**. We all witness the imbalance and distortion of power daily on our 'screens' and on our 'streets' as we walk past the powerless every-day. We will consider how power relations are changing and how this may help or hinder the creation of the common good.

To help us to achieve these aspirations, we are now recruiting for a dynamic Communications and Events Manager – a motivated individual who can work to build our profile, our stakeholders, and our impact.

Purpose of the Role

The St Paul's Institute, a department of St Paul's Cathedral which exists to engage with questions of morality and ethics and how they relate to finance, business and the economy, is seeking a Communications and Events Manager as part of its strategic expansion plan.

Key Responsibilities

Communications

- Managing the Institute's press and communications activities end-to-end, including press outreach and enquiries, research launches, keynote speeches, and ad hoc comment;
- Overseeing the organisation's social media content and growth, and building its networks and databases;
- Leading the design and construction of a new website for the Institute;
- Developing comprehensive launch strategies around research set up, approach, outputs, and working with internal and external partners to deliver these;
- Managing the design and production of event publicity material, press releases and post-event summary reports;
- Working closely with the Director to produce and implement strategies for growth in organisational reach and influence;
- Working closely with the Director and Head of Research to develop our strategic thinking;
- Working with the Director to develop effective marketing and channel strategies;
- Working with the Director to develop key strategic relationships;
- Leading the Institute's calendar of public events and private workshops, including liaising with collaborative partners and external suppliers, managing budgets, and overseeing promotion and guest attendance;
- Managing such interns and other support staff, as may assist with project delivery and ensuring the administrative responsibilities of this position.

Relationship building

- Meet with interested third parties and discuss the work of the Institute, formulate alliances and partnerships;
- Develop and manage strategic relationships, in conjunction with others in the team, to further the purposes of the Institute and to find common ground;
- To be a recognised face and voice of the Institute alongside the other members of the team;
- Work with NGOs and other groups on various initiatives as deemed appropriate;
- As the Institute will be part of a Directorate which focuses on social justice and engagement, the Communications and Events Manager may occasionally be asked to provide advice to and to support work undertaken by other elements of the Directorate;

- Any other appropriate duties that the Director, senior management or Chapter may request from time-to-time.

Coordination of Events

- Organise 20-30 events a year for the Institute which range from small roundtables for a dozen or more to Cathedral floor events (which have been up to 800), taking place during the day, evening and occasionally at the w/e;
- Manage the events process from the planning stage right through to running the actual day itself and the post-event evaluation:
 - Creation of programme and ideas together with Institute Director and Senior Researcher;
 - Research potential thematic and date conflicts;
 - Research potential speakers;
 - Secure internal space in Cathedral diary, negotiating with other internal users and manage conflicts;
 - All aspects of invitation, booking, location;
 - Responsible for calendar and diarisation of necessary steps leading up to event both internally and externally; and
 - Publicity for event, including press releases, Eventbrite listing, Twitter and other social media channels;
- Responsible for managing Institute contact data, both speakers and attendees;
 - Manage Institute Eventbrite listings and monthly Mailchimp newsletter;
- Develop and manage partnerships to deliver joint events where appropriate, making sure that each organisation's objectives are met and that St Paul's Institute achieves its goals;
- Produce detailed proposals for programmes and events (for example, objectives, timelines, venues, suppliers, and budgets);
- Most, but not all events will be held within the Cathedral, therefore an ability to work with both internal and external suppliers, partners, sponsors and potentially outside venues is important;
- Manage and coordinate all event logistics and suppliers, with high levels of diplomacy, confidence and warmth;
- Help write and edit promotional material and event copy to publicise and promote the event;
- Generally, work with the Director and the Senior Researcher to consider strategies to develop the Institute's audiences. In terms of specific events to create strategies to increase response rate, attendance and decrease drop-off rate;
- Manage all pre-event planning, e.g. organising guest speakers and catering where appropriate;
- Coordinate suppliers, handle queries and troubleshoot on the day of the event to ensure that all runs smoothly and to budget;
- Make sure that health and safety and safeguarding obligations are followed;
- Produce post-event evaluations to inform future events;

- Ensure post-production materials (photos and videos) get to speakers and participants.

Person Specification

We are looking for someone:

- Educated to degree level or qualified by experience;
- Previous experience of event management including event marketing and copywriting;
- Experience in media relations, including preparing press releases, managing press contacts and lists, and collating and analysing coverage;
- Extensive experience of working with, engaging and negotiating with internal and external stakeholders including event sponsors;
- Project management experience, including handling budgets, suppliers, speakers and working across matrix teams;
- Collaborative team player who is also self-motivated, enthusiastic with a proactive approach to work;
- Extensive experience of working to tight deadlines, conflicting and rapidly changing priorities and workloads whilst meeting targets;
- Ability to think and work creatively with minimal supervision;
- Strong administrative skills including Microsoft Office suite, Eventbrite, Mailchimp, social media and Adobe Photoshop;
- Strong organisational and research skills and excellent attention to detail;
- Knowledge of Christian Ethics, Social Issues, Business, British politics, Faith and the think tank landscape, are highly desirable;
- A strong commitment to the work of the Institute and a strategic outlook and interest in social, economics, politics and faith;
- Able to work atypical hours around media requirements and to travel regionally and internationally if required.

The successful candidate will understand, and in their work support, the Christian aims and mission of St Paul's Cathedral

Introduction to working at St Paul's Cathedral

St Paul's draws together a very diverse set of activities, projections and aspirations. It is the Cathedral of the Diocese of London and the seat of its Bishop, a national church and an international spiritual focus, a space for worship and holiness, a place of debate and challenge, an icon of resilience in the face of adversity, an architectural heritage centre, a partner in the City of London, and a commercial enterprise. In addition to holding four services every day (five on Sundays), St Paul's is open for sight-seeing six days a week, and in 2018 welcomed over 850,000 paying visitors.

Our Mission Statement

- St Paul's Cathedral seeks to enable people in all their diversity to encounter the transforming presence of God in Jesus Christ.

Our Vision

- St Paul's Cathedral seeks to enable people in all their diversity to encounter the transforming presence of God in Jesus Christ.
- As a community of worshippers, staff and volunteers we work with care and imagination to be a centre for welcome, worship and learning which inspires successive generations to engage with the richness of the Christian faith and its heritage.
- We aim to do this with confidence, compassion and creativity, promoting dignity and justice for everyone.
- We work with the Bishop and Diocese of London and the wider church, as a spiritual focus for London, the nation and the world.

Our Values

- Love, joy, peace, patience, kindness, generosity, faithfulness, gentleness and self-control;
- To uphold integrity, honesty and openness in what we do;
- To aim for the highest possible standards in everything we do, acknowledging that we cannot do everything;
- To make our operations as just and as sustainable as we can;
- To foster and encourage diversity, being inclusive and challenging to ourselves as well as others.

Main Terms of Employment

Salary £31,018 per annum

Hours of Work Full time, 35 hours per week Mondays to Fridays with occasional evening or weekend work in order to carry out the requirements of the role. In such cases Time off in Lieu (TOIL) will be granted for evening and weekend hours on the basis of one hour of TOIL for one hour worked.

References Appointment is subject to satisfactory references and DBS if applicable.

Probationary period	3 months.
Life Assurance	A Life Cover scheme is in operation.
Pension	The Cathedral has a Group Personal Pension Scheme, with employer and employee contributions.
Holiday	25 days per annum plus eight statutory holidays.

In order to apply, please visit www.cofepathways.org

The closing date for applications is Sunday 6th October 2019.

Interviews will take place on Monday 14th October 2019.