

## Job Description – November 2019

**Job Title:** Communications Manager **Grade:** D

**Department:** Registrar

**Line Manager:** Registrar

### **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 is seen primarily as a living Christian Church
- We will be a centre for welcome, worship and learning, and through our care and imagination, will inspire successive generations to engage with the richness of the Christian faith and its heritage.
- Working with the Bishop and Diocese of London and the wider Church, we will be a spiritual focus for people across London, the nation and a broader international audience.
- Our work will promote dignity and justice for everyone.

### **Our Values**

**Welcome** – we all offer a warm inclusive welcome to everyone: our colleagues, volunteers and each and every visitor

**Responsible** – we are all responsible for each other and for part of the whole of the Cathedral's work, not the whole of a part

**Effective** – we are professional and do what we say we are going to do

**Nourish** – we have a learning culture, not a blame culture

### **Purpose of the Job**

The Cathedral has a highly ambitious strategic plan that requires a significant step-change in our approach to deliver. The role of Communications Manager reports direct to the Registrar with oversight across the organisation, and supports our senior leadership and well as our development and marketing functions to help deliver an ambitious and aspirational vision for the future, thereby sustaining the work of the Cathedral for future generations. The post-holder will be required to work in close collaboration with the Marketing Manager on campaign planning and delivery, and with the Development Team to support fundraising activity.

### **Key Responsibilities**

- Advising the Registrar and the Chapter tactically and strategically as the Cathedral's communications specialist
- Working closely with an apprentice, devising effective digital and social media plans and content to support agreed messages and campaigns
- Working closely with the Marketing Manager to develop strategic PR plans to support marketing campaigns and promote the Cathedral's activities
- Producing press releases, holding statements, Cathedral -wide communications, and other appropriate copy, and identifying opportunities to maximise the Cathedral's profile via the media
- Facilitating requests from journalists, film crews, radio crews, magazine journalists, photographers etc. to ensure the Cathedral's message reaches target audience
- Acting as the Cathedral's spokesperson to ensure the Cathedral's messages are accurately reflected and communicated
- Handling crisis issues and providing rapid response where necessary together with appropriate written / verbal statements for Chapter, staff and press to ensure there is minimum negative impact on the Cathedral's reputation
- Contributing to internal communications, focusing in particular on the production of an internal newsletter, and ensure staff are aware of key Cathedral messages in advance of external delivery
- Ensuring the media is monitored and evaluated effectively to ensure objectives are met

- Liaising with teams across the organisation, building effective relationships to leverage impact across all PR channels
- Preparing briefing notes for colleagues ahead of any agreed media interviews, attending interviews and handling all follow up with both colleagues and journalists
- Working closely with the Marketing Manager and other colleagues on the development and maintenance of the Cathedral Website (including St Paul's Cathedral Trust America)
- Responding to out of hours requirements by ensuring a protocol is in place for weekends and key evenings
- Providing advice and training to Chapter, Heads of Departments to prepare for media interviews
- Managing filming and photography requests, ensuring appropriate risk assessments, location and access agreements are in place
- Any other appropriate duties that the line manager, senior management or Chapter may request from time-to-time.

### Work Examples

Organising press calls, organising film crews on site, establishing cross-Cathedral schedules, setting up openings and events, writing key messages for staff being interviewed, providing written briefing materials.

### Planning & Organising

Planning media activity in conjunction with marketing campaigns, working to target specific audiences and within agreed timescales; planning of requirements for film crews, organising and scheduling interviews / filming opportunities; organising own time to ensure deadlines are met.

### **Additional Information**

The post will require some occasional weekend / evening work to attend functions / manage media requests / facilitate filming

*The job description is an operational document that does not form part of your contract of employment. It may be that from time to time you are expected to perform tasks that may not be expressly in the job description but are nonetheless necessary in the day to day performance of your 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.*

## Person Specification

### Essential

At least five years' experience in PR in ideally gained in a leisure, tourism, heritage or faith-based organisations

Degree educated, with first class communication skills, both in writing and public speaking

Strong media contacts

Social media experience

Demonstrable experience of advising and influencing senior stakeholders

Crisis communications experience

Experience of working collaboratively with a marketing team on campaigns

Experience of planning and managing budgets

Trustworthy with sensitive and confidential information

Able to quickly establish good working relationships and promote best practice at all levels

Highly motivated, flexible, enthusiastic, innovative and creative with required determination to achieve results

Highly organised in order to successfully manage and prioritise a varied and demanding workload.

### Desirable

Internal communications experience

Experience of international travel trade PR

CIPR qualified / member

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

## Main Terms of Employment

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|---------------------|---|
| Salary              | c. £37,000 per annum.   |
| Hours of Work       | Full-time; 35 hours per week, Mondays to Fridays with periodic evening or weekend work in order to carry out the role.  |
| References and DBS  | Appointment is subject to satisfactory references <and if required under our Safeguarding Policy and an Enhanced Disclosure from the Disclosure and Barring Service>. |
| 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. All employees will   |

be assessed for auto-enrolment and if eligible, are automatically enrolled into the Defined Contribution Group Personal Pension scheme. The standard contribution starts at 6% from the employer with a compulsory 2 from the employee. Increased optional employee contributions are matched by the employer up to a joint total maximum pension contribution of 11%.

Holiday 25 days per annum plus eight statutory holidays.

In order to apply, please visit [www.cofepathways.org](http://www.cofepathways.org)

The closing date for applications is 8<sup>th</sup> December 2019.

Interviews will take place on 16<sup>th</sup> and 18<sup>th</sup> December 2019.