

### **Job Description**

**Job Title:** Marketing and Communications Assistant

**Department:** Visitor Engagement

**Salary:** £30,552 per annum

**Line Manager:** Marketing and Communications Manager

*The job description is an operational document that does not form part of the contract of employment.*

*It may be that from time to time an individual is expected to perform tasks that may not be expressly in the job description but are nonetheless necessary in the day-to-day performance of their 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.*

### **Purpose of the job**

The main purpose of the role is to support the Marketing and Communications team with the delivery of its strategy to meet audience, visitor and financial targets, and raise the profile of St Paul's Cathedral and its activity as a place of worship and a major visitor attraction. This will be achieved through effective coordination of marketing channels and supporting the delivery of campaigns and engagement across digital, press, print and other media.

### **Main duties**

Under the direction of the Marketing and Communications Manager, the post holder will:

- Support the delivery of the marketing, communications, and digital campaigns
- Work collaboratively with Cathedral teams to create, compile, and schedule content for social media channels (for example, Instagram, Facebook, X, LinkedIn).
- Monitor and respond to audience comments and questions received through digital platforms.

- Compile and distribute digital engagement reports, analysing findings and suggesting improvements to the content strategy.
- Work with relevant teams to create content for the website and make updates using the content management system.
- Work with the Cathedral's press and PR agency, to coordinate publicity, filming requests, interviews, photocalls, and other PR events as necessary.
- Attend events as required to assist with customer care, press liaison, or promotional activities.
- Maintain customer data via CRM following Data Protection legislation.
- Support the team with day-to-day tasks such as digital filing; assist with preparing presentations and documents, schedule meetings and take minutes.
- Create and send communications using email marketing software (for example, Mailchimp).
- Retain up-to-date job knowledge and skills by participating in continuous professional development - training, professional/trade publications, maintaining personal networks, and membership of relevant professional organisations.

### **Person specification**

Essential experience, knowledge and skills:

- Good understanding of social media platforms and digital trends and using social media for marketing purposes.
- Effective and clear communication skills both written and verbal, with good attention to detail.
- Confident IT user, including Microsoft Office applications and social media management tools such as Hootsuite.
- Basic video filming and editing skills.
- Ability to solve problems and expedite issues where appropriate.
- Ability to work supportively and collaboratively within a team, as well as independently using own initiative.
- A creative thinker with a positive, flexible, and solutions-focused approach.
- Discretion and ability to maintain confidentiality.
- Demonstratable organisation, prioritisation, and time management skills.
- Ability to work in a busy environment and remain calm under pressure.
- Ability to identify and implement system and procedure improvements.
- Ability to build strong and effective working relationships with a diverse range of people internally and externally.

Desirable experience, knowledge and skills:

- Experience working in a marketing and communications role – paid or voluntary.
- Experience working in the arts, charity, or heritage sectors, or for a religious organisation.
- Knowledge and/or experience of the Church of England.
- Basic design skills, creating digital assets using tools such as Adobe, Canva or Figma.
- Experience of using image editing software, with keen interest in photography and design.

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