

BRADFORD CATHEDRAL

Events & Marketing Assistant



 THE CHURCH
OF ENGLAND

Diocese of Leeds

Introduction

Bradford Cathedral stands on a site that has been a place of Christian worship for over 1,400 years. As well as continuing to be a place of prayer and worship in the heart of Bradford city centre, the Cathedral also attracts many visitors who come to explore the history of this ancient building, or to enjoy our vibrant programme of special events, including; exhibitions, music recitals and concerts, special talks, theatre, film and dance. The Cathedral is a busy and exciting place to work and you will be joining us at an exciting time in our development.

Role Overview

Following the appointment of The Very Revd Andy Bowerman as the Dean of Bradford, the Cathedral has recently developed a new vision and forward strategy, looking ahead to 2025 when Bradford will be the UK City of Culture and beyond. The Events & Marketing Assistant will work with the Director of Development and the Events & Marketing Officer, supporting the Cathedral's strategic focus on hosting high quality events, growing commercial income through venue hire, and helping to deliver bespoke Cathedral events aimed at raising funds to support the Cathedral's ministry and mission. In addition to working closely with the Events & Marketing Officer, the post holder will liaise regularly with a wide range of other staff including the Head Verger, Director of Education & Visitors and Director of Music.

If you enjoy a challenge, working in a unique environment, and are looking for a busy but rewarding role in a dynamic, friendly organisation this post offers a great opportunity.

Key Responsibilities and Tasks

Work with the Director of Fundraising & Development and the Events & Marketing Officer to deliver the Cathedral's new vision and strategy;

- Assist with the delivery of all aspects of the Cathedral's events & marketing activity.
- Work with vergers and events team, and volunteers - to ensure effective preparation, set-up, delivery, and de-rig for events.
- Provide administrative support in regards to;
 - Venue hire bookings, and documentation relating to other events, such as contracts/ agreements, terms & conditions, risk assessments etc.

- Bookings and planning relating to special services.
- the collection and management of records – including quantitative event data, qualitative feedback and financial information.
- Event ticketing/sales, including the use of digital platforms such as Eventbrite
- Fundraising activity, including grant applications and fundraising events.
- Group visits arranged by the Director of Education & Visitors.
- Liaise with clergy and lay staff colleagues as appropriate, to deliver a wide range of marketing and communications activity, including;
 - Preparation and distribution of print and digital marketing materials promoting the work, life and mission of the Cathedral; venue hire; events; group visits and fundraising campaigns.
 - Social media and other digital marketing, and ongoing management and development of the Cathedral’s website to generate audience engagement, and to promote the Cathedral and its activities.
 - Management of the Cathedral’s Church Suite database to ensure its maintenance as an effective contact/ customer database.
- Ensure all marketing materials produced are of appropriate style and tone, and adhere to brand guidelines.

Other

- Adhere to all of the Cathedral’s policies and procedures.
- Actively support the Cathedral’s commitment to safeguarding, and to widening access and promoting equality, diversity and inclusion.
- Ensure that all Cathedral resources are utilised effectively and responsibly, through a culture of continuous improvement which delivers value for money and quality service standards.
- Attend such services in the Cathedral as required.
- Perform such other duties as are reasonably requested by the Events & Marketing Officer and/or Director of Fundraising & Development.

Person Specification

REQUIREMENTS	ESSENTIAL (E) DESIRABLE (D)	MEASURED BY: A – Application form I – Interview D – Documents R –References
Qualifications		
Education to higher education level.	D	D
Evidence of appropriate ongoing training	D	D
A relevant qualification for Communications, Marketing and Event management.	D	D
Skills		
A very good command of written and spoken English	E	A/I
Evidence of contributing to successful team working	D	A/I
Evidence of track record in supporting income generation through events and marketing activity.	E	A/I
Evidence of creative marketing skills	D	A/I
Evidence of being well organized.	E	A
A good level of interpersonal skills	E	I
Being able to relate well to a wide variety of people.	D	I
Experience		
Evidence of working in Events, Marketing and Communications.	E	I/R
Evidence of working within a commercial events environment	E	A/I/R
Experience of producing marketing collateral materials across a range of media	D	A/I/R
Evidence of using social media creatively, wisely and effectively.	E	A/R

REQUIREMENTS	ESSENTIAL (E) DESIRABLE (D)	MEASURED BY: A – Application form I – Interview D – Documents R –References
Working well with technology and relevant software.	E	A
Evidence of working with / understanding the particular needs of faith communities as they engage with visitors.	D	I
Knowledge		
A working knowledge of the Church of England and the Christian faith.	D	I
Attitudes		
Honesty, integrity and strong values. The appointee needs to be able to work comfortably in a faith-based organisation and be sympathetic to, and supportive of, Christian values.	E	I
A wholehearted commitment to the success of the Cathedral and to a healthy working culture.	E	I
Flexible and adaptable under pressure	E	I
The willingness to work flexible hours with periods of considerable intensity, as required	E	I
Self-organization and the ability to balance own work load.	E	I
Discretion and sensitivity to others.	E	A/I

Terms and Conditions

The post is a part-time post – 18 hours per week. The post is based at Bradford Cathedral. Hours will be worked between 8.30am and 5.00pm, Monday to Sunday. The post holders standard work pattern will be negotiated with the Events & Marketing Officer. Due to the nature of this post, it may be necessary to occasionally work at weekends and in the evening.

The post holder will be line managed by the Events & Marketing Officer but will also work closely with a range of colleagues, including both clergy and lay staff.

The salary is £10,560 per annum (FTE £22,000) which will be paid by credit transfer on or around the 24th of each month.

The holiday entitlement for an equivalent full-time post is 28 days plus bank holidays (a total of 36 days or 270 hours). This entitlement will be applied pro rata to this post meaning 129.60 hours would be available for the year

The first three months of employment will be a probationary period during which the employment may be terminated by either party on giving the other notice of one month. Thereafter notice is one month on either side.

Bradford Cathedral Chapter will contribute an amount equal to 5% of salary towards a Pension Scheme run by the Church of England and a further 3.5% is added from the employee's salary.

Bradford Cathedral is committed to safeguarding and promoting the wellbeing of all people and expects all staff and volunteers to share this commitment. An offer of employment is made subject to a confidential safeguarding declaration, the receipt of satisfactory references and other pre-employment checks.

How to Apply

Please apply using the Church of England's *Pathways* website. Include a covering letter explaining why you are applying for this role and detailing the specific knowledge, experience and skills that you feel make you the right candidate Also include a current CV.

<https://www.cofepathways.org/members/modules/job/detail.php?record=7255>

The deadline for applications is **12noon, Monday 29 July** and the interview will take place on **Thursday 15 August**. The Cathedral endeavours to provide fair opportunities for everyone. Please contact the Chief Operating Officer if you are likely to need special arrangements to be made for your interview.

Point of contact

Should you wish to have an informal discussion regarding this post, please contact;

Andy McCarthy

Chief Operating Officer

Bradford Cathedral

Cathedral Office

1 Stott Hill

Bradford BD1 4EH

01274 777720

andy.mccarthy@bradfordcathedral.org / 01274 777726