

CHICHESTER CATHEDRAL

Digital Co-ordinator | Job Description

Job Title:	Digital Co-ordinator
Team:	Marketing and Communications
Location:	Cathedral Offices
Line Manager:	Marketing & Communications Manager
Matrix reporting line:	Dean
Contract type:	Fixed-term (18 months)
Hours:	Full Time (35 hours)
Salary:	£26,000 per annum
Date of completion:	--

1	Job Purpose
	<p>To provide effective digital support across Chichester Cathedral, improving infrastructure, capability, and reach. Lead on the development of digital marketing and communications, reaching key stakeholders and a range of audiences, in support of the Cathedral's core mission and vision. Support team members across the Cathedral in the development of digital resources, content and activity - ensuring we fulfil our various objectives.</p>
2	Principal Accountabilities
	<p>2.1 Digital Infrastructure, Capability & Training</p> <ul style="list-style-type: none"> • To develop and deliver a digital plan, in collaboration with various internal stakeholders, that will improve the organisation's digital infrastructure and capability. This includes training, equipment and resource generation in order to support our strategic objectives; • To support the individual objectives of teams, for example our Visitors, Liturgy and Music Learning or Fundraising teams in producing digital content/resources, and in using digital technologies. This includes leading on a number of existing projects, enabling the delivery of the Cathedral's Christian mission: <ul style="list-style-type: none"> ○ Live-streaming of weekly services and events; ○ Creation of virtual tours, experiences and mapping; ○ Recording of liturgical and musical resources for the Cathedral's community – and new audiences; ○ Designing digital resources for learning for use at home and in schools; ○ Delivery of a digital fundraising plan that connects online and physical giving approaches. • To play a lead role in the co-ordination of the Cathedral's long-term management and use of data, ensuring compliance. Supporting the integration of a new CRM system (ThankQ, Access); • To regularly report into the Cathedral's Digital Safeguarding Group, working with colleagues and the Cathedral's Safeguarding Officer. <p>2.2 Digital Marketing, Communications & Content Development</p> <ul style="list-style-type: none"> • Support the Marketing & Communications Manager in developing a strategy that will assist the Cathedral in fulfilling its missions and in effectively communicating it's vision, with a specific focus upon digital communications and marketing; • Work with Marketing & Communications colleagues to deliver, promote and evaluate digital marketing campaigns that enable the Cathedral to reach and communicate with key internal and external stakeholders; • Develop, commission, and create high quality rich content – including videos – for digital platforms (including social media, website and e-newsletters). Quality assure content and contributions to agreed standards and guidelines; • Review and report on digital marketing and communications activity, with the view to developing sustainable digital content and resource that may generate revenue;
3	Level of Responsibility
a	<p>People</p> <p>No direct line reports.</p>

b	<p>Financial Management</p> <p>Supporting the Marketing & Communications Manager in oversight of project and campaign budgets.</p>
c	<p>Other</p> <p>The role has been funded by a grant from the Cathedrals Sustainability Fund - awarded by the Cathedrals and Bishoprics Committee of the Church Commissioners. It is a fixed-term 18 month contract aiming to digitally empower the Cathedral, improving its technological infrastructure, understanding and reach.</p>
4	<p>Contacts</p>
	<p>Internally with:</p> <ul style="list-style-type: none"> • Lay and ordained colleagues to ensure that their digital skills, communications and marketing requirements are understood and met and that frameworks and guidance are in place to empower them to participate; • All colleagues to ensure that we can maximise every digital communications and marketing opportunity and initiative; • The Cathedral community (congregation, volunteers) in relation to specific digital projects and activities, including skill-building. <p>Externally with:</p> <ul style="list-style-type: none"> • Third parties as appropriate to develop our digital marketing as a visitor attraction; • Colleagues in other cathedrals and visitor attractions to share best practice; • Agencies and other specialist providers to ensure quality and value for money.
5	<p>Special Requirements</p>
	<ul style="list-style-type: none"> • The role will require periodic evening and weekend working and a flexible approach to working hours at busy times; • Mandatory safeguarding training will be provided; • Mandatory GDPR training will be provided; • A desire to understand and engage with the Cathedral's Christian mission and comfort in promoting its role as a living church is essential.
6	<p>Qualifications, Skills and Experience (essential unless specified otherwise; D - desirable)</p>
	<p>Qualifications</p> <ul style="list-style-type: none"> • Graduate calibre or equivalent; • A relevant qualification e.g. Chartered Institute of Marketing (D). <p>Experience</p> <ul style="list-style-type: none"> • Ability to work collaboratively with, and to engage, a variety of stakeholders to ensure that strategic goals are achieved;

	<ul style="list-style-type: none"> • Evidence of supporting commercial and fundraising functions (D); • Evidence of managing a website or web-platform; • Experience of publishing using a Content Management System (CMS); • Use of website tracking analysis software to measure and improve digital media activities; • Use of email marketing platforms, such as Mailchimp (D); • Multimedia production and content generation skills; • Understanding of digital marketing best practice; • Experience of managing providers of content; • Experience of overseeing projects and ensuring they deliver on time and to budget; <p>Skills</p> <ul style="list-style-type: none"> • Demonstrable creative approach to developing, implementing and evaluating digital media activities; • Excellent written English and understanding of writing for digital, adaptable to different styles and tones of voice; • Understanding of working within a strong brand identity; • Understanding of design softwares, such as Adobe Creative Suite; • Substantial practical experience of using social media to extend reach of an organisation including through campaigns; • Writing and presenting reports (D); • Ability to work on own initiative; • Ability to work as a member of a team.
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