

Job Title:	Marketing and Publicity Officer	Department	Events and Marketing
Reporting to:	Events and Marketing Manager	Pay:	Circa £22,000 - 24,000
Contract type:	Permanent up to 35 hrs per week		

Job Description

Purpose of role:

To support the Dean and Chapter in the delivery of a clear marketing strategy, ensuring maximum exposure of the Cathedral to wide and varied audiences. And to tell our story by proactively raising our profile with the conventional media (Radio, TV, press etc.)

Key Accountabilities:

- To deliver and manage the Cathedral's marketing strategy raising the profile of the Cathedral both locally and nationally
- To work proactively with all staff; providing a central resource of marketing, PR and communications to support them in the successful delivery of aims and objectives specific to their department.
- To be proactive in forward planning to ensure all services and secular events receive good publicity.
- To work in close co-operation with the Cathedral's agencies and partners; including the Diocesan Communications team, developing good relationships with the media.
- Together with the Visitor and Volunteer Manager, be proactive in working with tourism partners (Heart of Devon/Visit Exeter, Visit Devon, Devon Association of Tourist Attractions) to enhance the Cathedral's profile as a visitor destination and thereby increase the numbers who visit the Cathedral.
- To work with Exeter Cathedral Enterprises Ltd to market the Cathedral Café and Shop including the delivery of the new on-line shop
- To maintain and develop relationships with media contacts and close links with the Cathedral's Communications consultant and Exeter Diocese and to identify and develop PR opportunities to raise the profile of the Cathedral.
- To create and manage hard copy and digital marketing collateral, including brochures, flyers/posters, adverts and online content ensuring that all hard copy materials are circulated and where displayed, current and relevant.

- To support the Chapter and staff (paid and volunteer) in achieving good communications, both internally and externally.
- Monitor and maintain our corporate identity (logos, style guide, etc.)
- To lead on the development of 'digital culture' within our staff team, working with heads of department to identify ways of engaging staff with digital activity.
- To lead, develop and have responsibility for social media channels including Twitter, Facebook, Instagram, YouTube and TripAdvisor. Conduct regular audits of social media activity.
- To maintain and monitor website statistics, using Google Analytics, and take action to improve the effectiveness of the site
- Good photographer you will actively build upon the existing photographic library

Candidate Profile:

Essential:

- Experience of using Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Demonstrable experience of writing and producing copy
- Empathy with the Church of England and the Cathedral's Christian ethos and mission
- Proven digital marketing skills with experience of social media
- Ability to work to tight deadlines
- Strong interpersonal skills
- Ability to organise your own workload
- Team player

Desirable:

- Experience of working with volunteers
- A working knowledge of the Church of England
- Good local knowledge

Benefits:

- The Cathedral will match up to 5% of your contribution to your pension plan (provided it is HMRC approved).
- The Cathedral offers a Childcare Voucher Scheme.
- Holiday entitlement – 30 days including Public Holidays per annum
- 10% discount in our Shop and Café
- Chance of complimentary tickets to our in-house concerts.

Application Procedure

Applicants should apply using our application form and a supporting statement as to why they are interested and suitably experienced for the position. Please email together with a covering letter to vacancies@exeter-cathedral.org.uk

The closing date for receipt of applications is 12 noon on 1st April, 2019.

Interviews will be held on 5th April 2019 if you already know that you cannot make this date, please provide alternative dates with your application, stating when you would be available for interview.