

SOUTHWARK

◆ CATHEDRAL ◆

Audience Development Coordinator | Applicant Pack

Job Title:	Audience Development Coordinator
Reports to:	Head of Engagement
Key Relationships:	Head of Engagement Chief Operating Officer Chief Finance Officer Engagement Coordinator Marketing and Communications Manager Digital Marketing Coordinator
Start Date:	As soon as possible
Salary:	£20,400 (£34,000 pro rata)
Hours of Work:	21 hours per week. Due to the nature of the role, attendance at some evening and weekend events will be required.
Contract:	This is a grant-funded post for fixed-term of 2 years
How to apply:	Please complete the application form on the Church of England Pathways website by 11.59pm on Wednesday, May 13 th .
Interviews:	Friday, May 29 th , 2026

Introduction to the Cathedral

Southwark Cathedral has been a place of Christian worship for over 1400 years. Now it stands on the vibrant and exciting regenerated south bank of the Thames surrounded by cultural venues such as Tate Modern, Shakespeare's Globe and Borough Market, the offices of major companies as well as schools and diverse residential communities. It is an inclusive Christian community that offers a welcome to all.

The Cathedral's mission, ministry and musical tradition are core to its life as a Cathedral and a parish church serving the community. It also relies on the valuable financial contribution made by its income generating activities such as its shop, café, conference rooms, corporate events and concerts. It is a very busy place, attracting 200,000 visitors a year to the Cathedral, its churchyard and medieval herb garden. The Cathedral relies on a small but dedicated team to be inclusive and welcoming to all.

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Our Vision & Values

Southwark Cathedral's original foundation was a Priory with a community that lived by the rule of St Augustine, written around 400 AD. Augustine begins his rule with the words, 'Before all else, love God and then your neighbour, because these are the chief commandments given to us'. Our renewed vision of 'making space for love: with Heart, Mind and Soul, finds its inspiration in our spiritual heritage.

Our mission and objectives combine in what we are calling the pathways for realising our vision. The pathways through which we will make space for love of God and neighbour are:

Objective 1: Rooted in Christian faith - to be a place of hospitality, exploration, imagination and kindness. We will be a Cathedral that rejoices in making space for all people to flourish and grow in heart, mind and soul.

Objective 2: Heart - to keep the heart healthy in London by a commitment to social justice, upholding the human dignity of all people and of every age.

Objective 3: Mind - to help people both live faithfully and think critically, being a place of learning and discovery.

Objective 4: Soul - to be a school for the soul, a place for enrichment of the inner life through prayer, our Cathedral building, the arts, and community.

Our Values

Integrity, Kindness, Justice, Courage

Role Overview

As Southwark Cathedral's Audience Development Coordinator, your main responsibility will be to monitor visitor numbers and build new audiences. Leading on impact and evaluation, you will develop strategies to attract new visitors, engaging existing audiences, and improve the overall visitor experience.

You will collaborate on projects related to the Cathedral's marketing, visitor engagement and cultural events programme.

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Main Duties and Responsibilities

- Develop and implement strategies to attract new audiences and deepen engagement with existing ones through various channels like social media, email, and events.
- Work with the Head of Engagement to improve the visitor experience to encourage repeat visits and positive word-of-mouth
- Work with the Communications Team to create and manage marketing campaigns to promote the Cathedral and its offerings
- Attend Cathedral public events and programming to gather relevant data and audience feedback
- Build creative and engaging forms of visitor feedback that captures qualitative and quantitative data key to the building of an audience-led Engagement programme
- Work with the Engagement team to plan and execute audience-led programming to attract visitors and enhance engagement, such as concerts, lectures, or tours, delivering on the new Engagement Strategy
- Track and analyse key performance indicators (KPIs) to measure the effectiveness of audience development efforts
- Work with other departments, including marketing, fundraising, and education, to achieve the Cathedral's vision and mission values
- Working with the Head of Engagement, CFO and COO to manage budgets related to audience development activities
- Develop and implement an audience development strategy and an evaluation framework that aligns with the Cathedral's overall goals
- Lead on data and feedback analysis and the building of reports to inform key stakeholders and SLT of Cathedral programming

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Person Specification	
(E) = Essential	(D) = Desirable
Skills/Aptitudes	
<ul style="list-style-type: none">• Evidence of the ability to grow and engage a range of audiences (E)• Evidence of ability to create engaging, informative reports from complex data sets (E)• Ability to work using own initiative and be accountable (E)• Excellent interpersonal skills with people at all levels – internally and externally, and able to work collaboratively in an approachable and constructive manner (E)• Excellent organisational and time management skills, as well as meticulous attention to detail (E)• Proficient in the use of the Microsoft Office suite, including Microsoft Word, Excel and Outlook (E)• Strong written and oral communication skills (E)	
Knowledge/Experience	
<ul style="list-style-type: none">• 2+ years' experience in audience development (E)• Evidence of working and engaging with a range of audiences (E)• Understanding of data protection and data management requirements surrounding sensitive data (E)• Commitment to continuous organisational improvement & the ability to act as an agent of change (E)• Experience of working in an organisation with both paid staff and volunteers (D)• Evidence of work leading to the increase of visitor numbers and engagement within the visitor attraction sector or similar (D)• Evidence of positive engagement with tourism organisations (D)• Some knowledge of Church life and the culture and structure of the Church of England as an organisation (D)	
Personal Attributes & Values	
<ul style="list-style-type: none">• Understanding of and enthusiasm for the Cathedral's overall vision and values (E)• Sympathy with the Christian faith (E)• Inspires the trust, confidence, commitment of others and welcomes feedback (E)• Understands, supports and promotes inclusion and diversity in the workplace and every member of the community that the Cathedral serves (E)• Pragmatic and solution-oriented (E)• Committed to high standards and continual improvement (E)• Willingness to engage with & implement the use of new software, applications and systems (E)	

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Southwark Cathedral is committed to being an Equal Opportunities Employer. We believe in promoting and building a diverse and inclusive team, and workplace, culture and governance structures that are welcoming to and respectful of all. We welcome applications from all suitably qualified people whatever their ethnicity, background, age, disability, long term condition, sexual orientation, gender identity, or any other characteristic protected by law.

Southwark Cathedral is committed to a culture of safeguarding, especially for children, young people, and vulnerable adults. The Cathedral has adopted the Church of England policy statement 'Promoting a Safer Church (2017)'; Safeguarding Learning and Development (2024) and the Safer Recruitment and People Management Guidance (2021). Every member of our team is recruited according to these policies and is required to complete safeguarding training.

Terms and Conditions

Working Hours

The working hours shall be 21 per hours a week (exclusive of meal breaks). Some out of hours working will be required to support meetings and events and this will be notified in advance. Time off in lieu will be awarded in line with Southwark Cathedral's policy.

Annual Leave

25 days paid leave per annum (pro-rata), in addition to statutory bank holidays (pro-rata), an extra discretionary day at Christmas and an extra discretionary day for one's birthday.

Probation

The appointment is subject to the satisfactory completion of a six-month probationary period.

Season ticket loan

Once the probationary period has been completed satisfactorily, the person appointed will be eligible to take out a season ticket loan.

Pension

The person appointed will be eligible to join a defined contributions pension scheme managed by the Church Workers Pension Fund. The Cathedral will contribute half of the annual premium of 10% of salary.

Working Expenses

Reasonable out of pocket expenses will be reimbursed.

Privacy Notice

For more information on how Southwark Cathedral processes applicant data, please refer to our HR Privacy Notice on the Vacancies page on the Cathedral website:

<https://cathedral.southwark.anglican.org/about-us/job-vacancies/>