



## Events & Marketing Manager



 THE CHURCH  
OF ENGLAND

---

Diocese of Leeds

## An Introduction by the Dean

Thank you for your interest in the post of Events & Marketing Manager.

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; concerts, music recitals, exhibitions, theatre and film. The Cathedral is a busy and exciting place to work and you will be joining us at an exciting time in our development as we continue to deliver on a new vision and strategy, and play an important part in Bradford's year as UK City of Culture 2025.

In recent years, the Cathedral has increasingly been recognised as an exceptional venue, offering something unique to visitors and able to provide a very special setting for all kinds of events. Our creative use of digital channels to raise awareness of the Cathedral and promote engagement has played an important part in this process. As well as a growing number of people from all over the UK and abroad visiting and using the Cathedral building, we have also secured a clutch of awards acknowledging our contribution to leisure and tourism in the city and the wider region. As Events & Marketing Manager, you will have the opportunity to help us build on our successes and ensure that we realise the full legacy potential of City of Culture. You will lead on commercial event activity in the Cathedral and support our broader public programming across music, arts & education – as well as our fundraising efforts. You will also play a pivotal role in promoting the Cathedral, working with a wide range of internal and external stakeholders to continue raising our profile and generating increased income through a multi-channel approach to marketing.

Bradford is a special city – enriched by its heritage and cultural diversity. If you are looking for a creative role in a creative place; a role that you can make your own, working collaboratively with a talented and supportive team in a unique environment this post offers a great opportunity.

I would value the opportunity to have a conversation with you in advance of your application if what you read excites you. If that would be helpful, please do contact me for an informal discussion;

[andy.bowerman@bradfordcathedral.org](mailto:andy.bowerman@bradfordcathedral.org)

Grace and Peace



**The Very Revd Andy Bowerman**  
**Dean of Bradford**

## **Key relationships**

### **Reporting to**

- The Chief Operating Officer

### **Line manager to**

- Events & Marketing Assistant
- Events Assistants (x10 zero hours')

### **Key Colleagues**

- The Dean
- Canon for Intercultural Mission & the Arts
- Canon for Congregational Life & Worship
- Head of Fundraising
- Head Verger
- Director of Education & Visitors
- Director of Music
- Director of Finance

### **Key lateral and other relationships**

- Venue hire customers
- Event related suppliers and service providers
- Key visitor economy stakeholders in the city
- Audiences
- Cathedral congregations
- Volunteers
- Cathedral Wardens
- Civic & Diocesan representatives
- The Cathedral Chapter
- Association of English Cathedrals
- Print & distribution companies

## Key Responsibilities and Tasks

### Events

- Deliver high quality events, with a focus on growing commercial income through venue hire – including music concerts/ entertainment, conferences and meetings, receptions, seminars and other booked events.
- Actively promote the use of Bradford Cathedral as an events venue to customers and promoters, identifying new external hire opportunities to maximise income potential, both locally and nationally.
- Manage the events and marketing budget, with associated budgets for individual events – tracking performance to ensure targets are met.
- Develop and manage relationships with external venue hire customers and events related suppliers, including; food and beverage wholesalers, caterers, and technical support.
- Manage the end-to-end event management process from proposal/ booking through to delivery and evaluation.
- Manage events related systems and processes, such as the Cathedral bookings calendar, EPOS, floats/ cash management and staff rotas.
- Ensure that all events related documentation is in place to facilitate hires and events – including, for example; policies, pricing structures, project initiation documents, booking forms, contracts/ agreements, terms & conditions, risk assessments etc.
- Manage all events related online bookings, primarily using Eventbrite, Church Suite and Tagvenue.
- Work closely with the vergers team and give direction to the events team and volunteers, to ensure effective preparation, set-up, delivery and de-rig for events.
- Deliver training as required to vergers and events teams, and volunteers to ensure the highest standards of professionalism and customer service at events.
- Work closely with the Chief Operating Officer and Head Verger to ensure that Cathedral events maintain compliance with relevant statutory legislation and the Cathedral's own policies and procedures – including, for example, those relating to food hygiene, alcohol licensing, health & safety, film licensing and safeguarding.
- Work closely with the Head of Fundraising to increase donations and deliver bespoke Cathedral fundraising events to generate income to support the Cathedral's ministry and mission and cultivate new supporters.

- Work closely with other clergy and staff to ensure that there is a joined-up approach to events programming and marketing of events, and identify opportunities for events that will increase engagement with the city's diverse communities.
- Ensure that accurate records are maintained – including quantitative event data and qualitative feedback, as well as financial information – and produce reports for internal and external stakeholders as required.
- Submit quarterly PRS statements for all commercial and internal music-based events.

## **Marketing**

- Work closely with clergy, lay staff colleagues and volunteers to effectively promote the work, life and mission of the Cathedral, coordinating all marketing and communications activity with a view to growing audiences and income.
- Have overall responsibility for the management of the Cathedral's brand, ensuring that all clergy and lay staff adhere to brand guidelines, providing appropriate information, marketing assets, templates and other collateral materials as required.
- Ensure that high quality marketing and promotional materials (both print and digital) are produced and distributed to promote the Cathedral, its events and fundraising programmes.
- Manage the Cathedral's presence across all social media channels.
- Manage on-site print-based and digital signage.
- Ensure accurate venue information is presented across platforms such as TripAdvisor and GoogleMy Business.
- Manage media relationships and monitor/ record media coverage to enhance the Cathedral's reputation and promote its activities.
- Manage and maintain the Cathedral's website, ensuring that formatting, tone and design meet house style, refreshing and backing up content regularly.
- Manage internal and external targeted communications through hardcopy and digital channels, including; weekly news sheet, regular email bulletins, annual report.
- Support the Cathedral's livestream team, creating YouTube and Facebook links and maintaining pre/post-roll graphics for live services.
- Oversee and manage the Cathedral's marketing budget.
- Develop and maintain relationships with key stakeholders; such as the Association of English Cathedrals, the Diocese of Leeds, sister cathedrals and the civic community in Bradford.

## **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 and events in the Cathedral as required.
- Perform such other duties as are reasonably requested by the Chief Operating Officer or the Dean.

## Person Specification

The successful candidate will have:

<b>REQUIREMENTS</b>	<b>ESSENTIAL (E) DESIRABLE (D)</b>	<b>MEASURED BY: A – Application form I – Interview D – Documents R – References</b>
<b>Qualifications</b>		
Education to higher education level.	E	D
Evidence of appropriate ongoing training	D	D
A relevant qualification in Events Management or Marketing.	E	D
<b>Skills</b>		
A very good command of written and spoken English	E	A/I
Evidence of contributing to successful team working	D	A/I
Evidence of proven track record in income generation through events and marketing activity.	E	A/I
Evidence of being well organized.	E	A
A high level of interpersonal skills	E	I
Being able to relate well to a wide variety of people.	D	I
Photographic and videographic skills	D	A/I
Use of Adobe Creative Suite, in particular; Photoshop, InDesign, Audition and Premiere Pro	D	A/I
Use of Wordpress for website management	D	A/I
Use of Eventbrite for ticketing	D	A/I
Use of Mailchimp for e-mail communication	D	A/I
<b>Experience</b>		
Evidence of working in Events, Marketing and Communications.	E	R
Evidence of working within a commercial events environment	E	A/R
Track record of successful event delivery.	E	I/A

<b>REQUIREMENTS</b>	<b>ESSENTIAL (E) DESIRABLE (D)</b>	<b>MEASURED BY: A – Application form I – Interview D – Documents R – References</b>
Evidence of using social media creatively, wisely and effectively.	E	A/R
Working well with technology and relevant software.	D	A
Evidence of working with / understanding the particular needs of faith communities as they engage with visitors.	D	I
<b>Knowledge</b>		
A working knowledge of the Church of England and the Christian faith.	D	I
<b>Attitudes</b>		
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-organisation and the ability to balance own work load.	E	I
Discretion and sensitivity to others.	E	A/I



## Terms and Conditions

*Bradford Cathedral is committed to safeguarding and promoting the welfare of children and all vulnerable people. This commitment is shared by our staff and volunteers.*

**Reporting:** The post holder will be line managed by the Chief Operating Officer, and will be responsible for the Events & Marketing Assistant and a small team of Events Assistants (0hrs contracts).

**Place of work:** The post is based at Bradford Cathedral. Occasional work from home is possible and can be negotiated with the Chief Operating Officer.

**Salary:** £33,000 - £35,000 (dependent on experience) paid by credit transfer on or around the 24<sup>th</sup> of each month.

**Hours:** 37.5 hours per week, worked between Monday and Saturday. Due to the nature of this role, these hours will need to be worked flexibly on different days and at different times, with time off given to compensate for any evening and weekend working. The possibility of some hybrid working will be negotiable.

**Holidays:** 36 days (including x8 bank holidays)/ 270 hours per year.

**Pension:** The Cathedral participates in the Church Workers Pension Fund. The Cathedral will pay a 5% contribution to the pension scheme provided you pay a minimum of 3.5% of your salary into the scheme. You will be automatically enrolled unless you decide to opt out.

**Probationary period:** 3 months

**Notice period:** During the probationary period, the notice period is one month on either side. After that, the notice period is three months on either side.

**Referees:** Names and contact details of two referees will be required.

**Pre-appointment checks:** Offer of the position will be subject to employment checks.

## How to apply

Please apply using the Church of England's Pathways website. The application should include a personal statement setting out the applicant's suitability for the role and addressing the criteria in the person specification.

<https://www.cofepathways.org/members/modules/job/detail.php?record=8688>

The deadline for applications is Monday 23 June, 5.00pm.

Interviews will take place on Tuesday 1 July at Bradford Cathedral.