

SOUTHWARK

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Digital Marketing Coordinator | Applicant Pack

Job Title:	Digital Marketing Coordinator
Reports to:	Chief Operating Officer
Key Relationships:	The Dean Chief Operating Officer Head of Engagement Marketing and Communications Manager Head of Events Engagement Coordinator Audience Development Coordinator Liturgical Department
Start Date:	As soon as possible
Salary:	£27,200pa (£34,000 pro rata)
Hours of Work:	28 hours per week – over 4 days (including Tuesdays)
Contract:	This is a grant-funded post for a fixed-term of 2 years
How to apply:	Please complete the application form on the Church of England Pathways website by 11.59pm on Tuesday, May 19 th , 2026.
Interviews:	Wednesday, June 17 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.

SOUTHWARK

◆ CATHEDRAL ◆

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 Digital Marketing Coordinator, you'll be responsible for executing digital marketing activity that build awareness and deepens connection to our mission and values.

This is an exciting place to work, in the heart of London next to Borough Market. We're a fun and friendly team, creating a space in the centre of London for worship, events, talks, film shoots and community life, like no other.

No one day is the same, and with a supportive team around you, there is a packed agenda to help more people discover and engage with who we are and what we do at Southwark Cathedral.

You'll support the development of marketing plans and campaigns that increase awareness and drive sales through an integrated, multi-channel approach.

SOUTHWARK

◆ CATHEDRAL ◆

You'll develop and work toward KPIs that contribute to increasing visitor numbers, donations and the Cathedral's enterprises, including shop revenue, room hire, location shoots and events.

This is a multi-faceted role with ample opportunity to make impact across our Paid, Earned, Shared and Owned (PESO) framework, website optimisation, SEO, social media channels, reporting and email campaigns.

Main Duties and Responsibilities

- Plan and deliver a proactive and engaging social media presence, including gathering content from across the Cathedral teams, and creating in-house filmed, photographic and graphic content.
- Maintain the website, including updating webpages and event listings, to drive conversions, increase accessibility and SERP (search engine results page) results.
- Community manage social media accounts to drive engagement with our online audience.
- Create email campaigns that increase open and conversion rates.
- Support and deliver creative and innovative marketing plans, collaborating with all departments across the Cathedral.
- Administer paid for advertising campaigns to increase website traffic and sales conversions.
- Play a key role in managing the Cathedral's digital profile, to help us reach the largest possible audiences.
- Report on the effectiveness of marketing activities.
- Develop effective relationships with Cathedral volunteers and staff.
- Basic graphic design and copywriting, as required.

SOUTHWARK

◆ CATHEDRAL ◆

Person Specification	
(E) = Essential	(D) = Desirable
Skills/Aptitudes	
<ul style="list-style-type: none">• Evidence of excellent, creative and effective communications skills and use of tools like Canva, Adobe Express and social media publishing tools (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)	
Knowledge/Experience	
<ul style="list-style-type: none">• 2-5 years experience in digital marketing (E)• Evidence of the ability to grow digital media engagement across a range of channels (E)• Evidence of excellent, creative and effective communication skills and use of tools like Canva, Adobe Express, social media publishing tools (E)• Evidence of the ability to work effectively both as a member of a team or on own initiative (E)• Evidence of experience in the commissioning of marketing materials and monitoring their effectiveness (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)• 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)• 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)	

SOUTHWARK

◆ CATHEDRAL ◆

- Willingness to engage with & implement the use of new software, applications and systems (E)

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.

Appointment to this role is subject to satisfactory references and the right to work in the UK.

Terms and Conditions

Working Hours

The working hours shall be 28 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.

SOUTHWARK

◆ CATHEDRAL ◆

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/>