
DIGITAL AND COMMUNICATIONS MANAGER

APPLICATION PACK

Job title: Digital and Communications Manager
Reports to: Development Director
Hours: 37.5 hours per week
Remuneration: £26k to £30k, depending on experience
Location: Home working, with some travel required

ABOUT CATHEDRAL MUSIC TRUST

The Cathedral Music Trust is a national charity which campaigns on behalf of cathedral music, supports choirs in need and encourages the pursuit of excellence in choral and organ music. We seek innovative and sector-leading ways to support high quality musicianship in cathedrals and churches, through grant funding programmes, training, advocacy and research.

Harry Christophers CBE, founder and conductor of The Sixteen is our President. Actor, comedian and presenter Alexander Armstrong works alongside organist, conductor and broadcaster Anna Lapwood as our Ambassadors to promote our work and raise the profile of sacred choral and organ music.

OVERVIEW OF THE ROLE

High impact and high-quality communications are integral to everything we do at the Cathedral Music Trust and central to our continued growth. This is a challenging and exciting time to be joining us: as Digital and Communications Manager, you will play a vital role in shaping and delivering our communications strategy, increasing and diversifying our supporter base by helping ever more people to experience and engage in the beauty of sacred choral music.

The new post of Digital and Communications Manager will lead on the charity's paid and organic social media channels, SEO, website and email marketing platform. They will play a key role in championing digital engagement across the organisation, ensuring effective strategy, delivery and evaluation of all digital activities. This includes websites, online marketing, online engagement, social networks, e-commerce, online fundraising, video as well as new digital platforms.

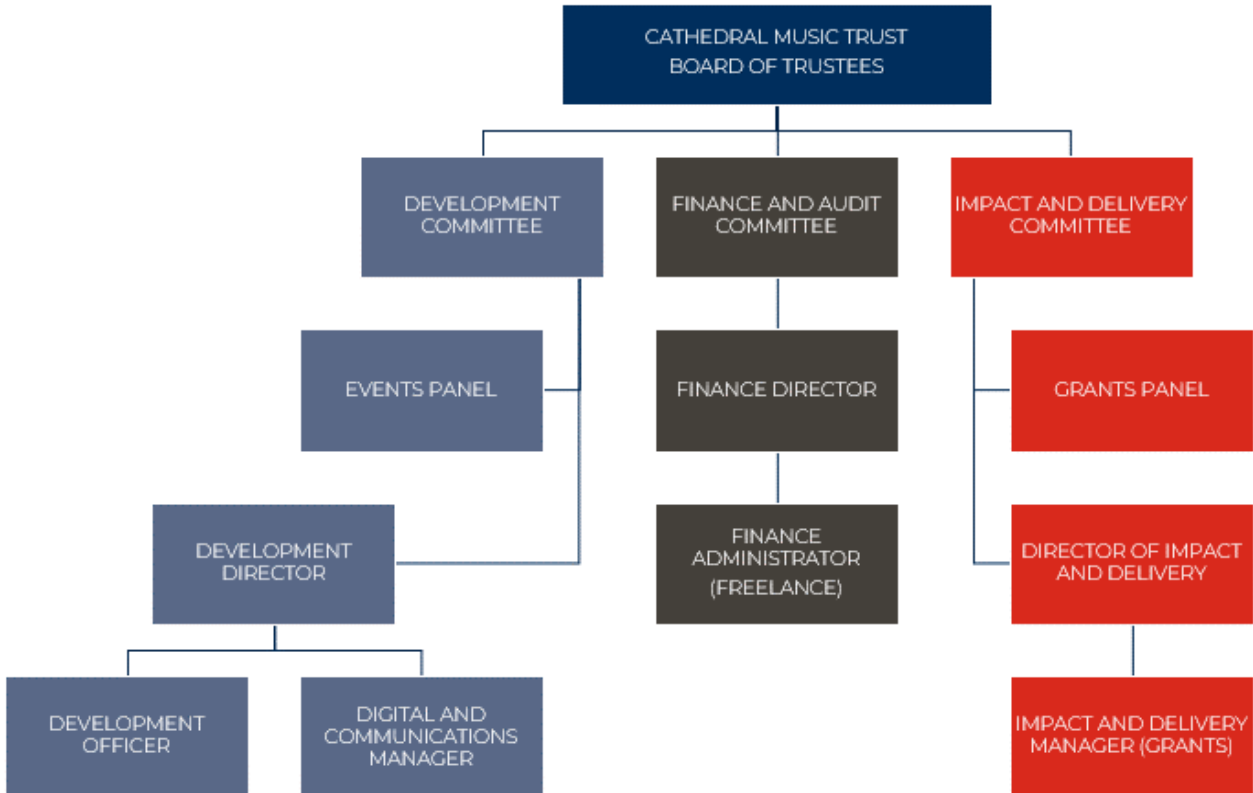
For this role you will need to have a knack for writing sharp copy, be highly organised, able to work under pressure and meet deadlines, display a creative approach to problem solving and be adept at using digital channels. If you have a commitment to sacred choral music and you believe you have the skills to be part of our dynamic team, we would love to hear from you.

Given the role is home based, it is essential that you are self-motivated and can use your own initiative. As the first team member we have recruited to focus specifically on digital, you will need the drive and ability to transform this area of our work, taking actions on the findings of our recent report into the future of cathedral music and our survey of supporters.

We are committed to each team member’s professional development and there is real scope for growth in this role which represents a great opportunity to develop a career in digital communications within the arts and/or charity sectors.

WORKING RELATIONSHIPS AND EXPECTATIONS

You will need to respond successfully to all the communication needs of the organisation, from campaign development to fundraising. All Trustees, staff and volunteers work from home. Our partners are UK wide and so meetings and events are held regularly in London and elsewhere. You will work closely with the whole staff team and key volunteers, reporting to the Development Director. You will also have regular contact with the Board of Trustees, Committee members and other volunteers, as well as liaising with a wide range of people.



JOB DESCRIPTION

KEY RESPONSIBILITIES

You will play a vital role in shaping and leading on the delivery of the Cathedral Music Trust's communications strategy, with a particular focus on digital communications. You will create engaging and dynamic content for our website, social media, email and other channels, ensuring it's delivered in a timely and effective manner. In doing so you will:

- Work with the Development Director, creating and executing a new communications strategy for the Trust, using data to inform short-term and long-term goals.
- Develop and implement specific communications for major projects, announcements, fundraising campaigns and events, thinking across platforms and developing integrated campaigns.
- 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.
- Curate effective email campaigns, including copy writing, email design, lay out, testing and analysis.
- Craft engaging social content (visual and video) for our digital audience on Instagram, Facebook, Twitter and YouTube, reacting to recent events, and putting supporters' voices and views front and centre.
- Use Google ad grants and Google tracking to inform audience-centred content development online.
- Assist the Development Director on media relations, especially on the maintenance of databases of key journalists and in the distribution of media releases.
- Review and report on digital marketing and communications activity, with the view to developing sustainable digital content and resource that can generate revenue.
- Keep up to date on best practice within the sector and changes to relevant legislation, codes of practice and digital innovation.
- Assist with the development and delivery of the Trust's fundraising strategy.
- Work with colleagues internally to maintain mailing lists and databases in accordance with data protection legislation.
- Promote the charity's commitment to diversity and inclusion within its organisation and in the world of cathedral music.
- Undertake all administrative work generated by the post.
- Undertake any other duties commensurate with the role.

PERSON SPECIFICATION

ESSENTIAL SKILLS

- Demonstrable understanding of digital marketing best practice;

- Excellent written English and understanding of writing for different audiences and media, adaptable to different styles and tones of voice;
- Strong creative skills with an eye for visual composition;
- Demonstrable creative approach to developing, implementing and evaluating digital media activities;
- Substantial practical experience of using social media (Facebook, Instagram, YouTube, Twitter and LinkedIn).
- Copywriting and production of marketing materials, including creating design briefs and liaising with external suppliers (print and digital);
- Experience implementing campaigns using SEO, Google Analytics, Google Ad Grants;
- Multimedia production and content generation skills.

ESSENTIAL QUALITIES

- A fast independent learner, able to put new concepts and methods into practice to ensure strategic goals are achieved;
- Demonstrable enthusiasm for music, and or church and cathedral music, and the wider arts/heritage sectors;
- Experience of overseeing projects and ensuring they deliver on time and to budget;
- Ability to work collaboratively with, and to engage, a variety of stakeholders towards a common goal;
- Independent thinking and ability to manage own workload to tight deadlines;
- Ability to work effectively with others and within a team;
- Excellent attention to detail;
- Conscientious and hardworking;
- Organised, pragmatic and responsive;
- Curious, creative and proactive, with an interest in marketing/digital trends;
- Demonstrable enthusiasm for music and the wider arts/heritage sectors.

DESIRABLE

- Experience using platforms (e.g. Agorapulse) to extend reach of an organisation including through campaigns;
- Writing and scheduling e-marketing campaigns;
- Use of website tracking analysis software to measure and improve digital media activities;
- Experience using website content management systems to manage and publish content;
- Proficiency and experience in the use of design platforms, such as Adobe Creative and Canva;
- Adept at using MS Word, Excel, Teams, PowerPoint and Outlook;
- Knowledge of HTML and CSS;
- Working knowledge of a CRM-style database;

- Recording and editing video content;
- Writing reports for presentation at board level;
- Knowledge of GDPR and wider data protection best practice;
- Understanding of working within a strong brand identity.

TERMS AND CONDITIONS

- Contract hours: 37.5 hours per week.
 - Flexible, with core hours of work to be agreed on appointment.
 - The role will require periodic evening and weekend working and a flexible approach to working hours at busy times.
 - Overtime is not paid; time off in lieu will be given.
- Place of work: From your own home and other locations as required.
 - This includes but is not limited to team meetings (usually in London) and occasional evening and weekend events, although good notice will be given.
 - An ability to travel around the UK is therefore essential. Expenses will be reimbursed for travel and overnight accommodation if this is needed.
- Annual leave: The annual leave period runs from January to December and you will be entitled to 25 days per year plus statutory Bank Holidays. The leave year starts on 1 January.
- Notice period: 1 month.
- A work laptop will be provided.
- Start date: early January, or as soon as possible thereafter.

HOW TO APPLY

The deadline for applications is 10am on Monday 12 December 2022. First round interviews will be held via zoom at the end of that week.

To apply, please complete the application form online: [Digital and Communications Manager Application \(jotform.com\)](#)

Please answer the questions carefully, clearly outlining your interest in the post, how your skills and experience match the person specification and job description.

Incomplete applications will not be considered. Due to the volume of applications, we are unable to provide feedback to applicants who have not been invited to interview.

Cathedral Music Trust is committed to ensuring equality of opportunity in recruitment and employment and welcomes applications from all qualified candidates. We are an inclusive employer and actively encourage applications from people from diverse and underrepresented backgrounds.