



Application Pack

Digital Learning Manager

Full time (40 hours) – Permanent

Westminster Abbey

May 2019



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About Westminster Abbey

Westminster Abbey is a major centre for Christian worship, a leading venue for tourism and a treasured part of Britain's heritage. The Abbey has occupied a central place in the celebration of great events for the nation and remains one of the most beautiful architectural masterpieces in Britain.

A living Church, Westminster Abbey is the House of Kings, where the coronation of Kings and Queens has taken place since 1066, and where many of the Kings and Queens of England and of the United Kingdom are buried. Principal among them is St Edward the Confessor, King of England from 1042 to 1066, whose shrine is at the heart of the Abbey Church. Beside and around them are buried or commemorated many of the great men and women from almost every century of British history: statesmen and politicians, lawyers, warriors, clerics, writers, artists, musicians. Westminster Abbey is a Royal Peculiar, and the Dean and Chapter of Westminster are directly responsible to the Sovereign.

The Dean and Chapter of Westminster defines our Mission in these terms:

- To serve Almighty God by offering divine Worship daily and publicly;
- To serve the Sovereign by daily prayer and by a ready response to requests made by or on behalf of Her Majesty;
- To serve the nation by celebrating the distinctive witness of the Christian faith; by upholding the place of religious faith within national life; and by active engagement with Parliament, Whitehall and others in positions of public service;
- To serve all pilgrims and visitors to the Abbey, and to maintain a tradition of hospitality.

Our values

As one we serve each other, our visitors and the wider world in all we do with:

- Truthfulness
- Integrity
- Empathy
- Excellence

The Abbey attracts approximately one million paying visitors each year, from all around the world. A large number of people also attend services which take place seven days a week. Daily services are only part of the Abbey's work, for there are also many 'special' services and events throughout the year. Westminster Abbey currently employs around 350 staff in a variety of roles and an even larger number of volunteers.

The Abbey receives no regular income from the State, the Church of England or the Royal Family, and relies on monies raised from visitors to ensure that the building can be properly maintained and remain open as an amenity for all.

Job Description

JOB TITLE: Digital Learning Manager

DEPARTMENT: Learning

ACCOUNTABLE TO: Head of Learning

KEY RELATIONSHIPS: **Internal:** The Head of Learning, Learning Officers, Press and Communications team (particularly Digital Media Manager), Head of Visitor Experience, Marketing Manager

External: Teachers and other external personnel involved with school, family and community group interaction with digital learning media.

BACKGROUND: Westminster Abbey is both a place of daily worship, and is one of the UK's leading visitor attractions, welcoming over one million visitors each year. A diverse and lively community work at the Abbey comprising 300 employees and a greater number of volunteers.

Westminster Abbey's Learning Department provides a high-quality experience, which aims to enhance the learning of young people and families from the UK and beyond. The Abbey is a tremendous resource, which inspires and amazes learners of all ages.

Recently research was conducted by an external consultant to inform a Digital Learning Strategy as part of the 2019-24 Learning Department Strategy. This post is the first step in delivering the Digital Learning Strategy.

JOB SUMMARY: This role offers the opportunity to play an important part in the establishment of our exciting new digital learning strategy. As part of the Learning Team, you will be responsible for the delivery of key digital elements of the Departmental strategy. Working with other departments, including Communications, Marketing, IT and with external contractors to you will ensure that digital products are creative, engaging, suitable and delivered on time and on budget.

MAIN DUTIES AND RESPONSIBILITIES:

The person appointed will be responsible for:

1. Using the recently commissioned digital learning consultation document, deliver the digital elements of the Department's Five Year Strategy.
2. Ensure communication in the Abbey to guarantee that all internal stakeholders are on board with developments in digital learning and that from a wider learning perspective the work sits within Abbey plans. Coordinating, attending and writing up notes from meetings to ensure accurate records are kept.
3. Work with Communications Department to create and maintain a Learning Resources section on the existing Abbey website and migrate existing resources to populate it.

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4. Advise the Head of Learning on budget requirements for all projects.
 5. Commission new digital learning matter e.g. short films, downloadable lesson resources, interactive time-line, image bank, on-line games for classroom use, quizzes, soundscapes etc. ensuring that they are suitable for learning audiences, accurate, high quality and conform to the Abbey's brand and tone of voice guidelines.
 6. Manage and assist with workshops, ideation and other pre-production work.
 7. Act as a main day-to-day point of contact at the Abbey for external suppliers of digital learning content.
 8. Manage all digital learning projects to ensure that they stay on schedule and within budget
 9. Evaluate new and existing digital learning resources on a regular basis to ensure customer satisfaction.
 10. Working with the Communications and Marketing Departments, promote the digital learning offer via the Abbey's social media, printed matter, teacher forums and at industry conferences.
 11. Working with other Abbey Departments as necessary, lead on administrative duties e.g. asset management, consent forms and contracts.

Safeguarding

Westminster Abbey is committed to the safeguarding of children, young people and adults at risk. To prevent them from harm, we undertake appropriate checks on staff and volunteers and require them to complete relevant safeguarding training.

Person Specification

This section outlines the knowledge, skills and abilities the jobholder needs in order to fulfil the requirements of the post. 'Essential' criteria are those that the jobholder absolutely must have in order to do the job. 'Desirable' criteria are those qualities that would be either useful, or an advantage or those which the jobholder can be trained to do.

Essential

Education/Training/Qualifications:

1. Educated to degree level.

Skills/Aptitudes/Knowledge:

2. Proven ability to communicate well with a range of internal and external stakeholders.
3. Strong project management, budget management, communication, collaborative and organisational skills, with the ability to juggle multiple projects.
4. Solid knowledge and understanding of digital technologies and production processes.
5. Ability to work as part of a wider team including many different Abbey departments.
6. Influencing skills and a proven ability to work collaboratively as part of a project team.

Experience:

7. Substantial experience in digital production and an impressive track record in setting up and delivering large-scale digital learning projects on time and within budget.
8. Experience commissioning and managing external suppliers.
9. Previous experience of working in the learning team of a heritage site.

Personal Attributes:

10. The ability to appreciate the Abbey as a living church and worshipping community and to communicate this to digital content providers and end users.
11. Proactive and solutions-focused and able to respond creatively to challenges.
12. Creative, energetic, enthusiastic and innovative approach.
13. Commitment to the Abbey values and to achieving Diversity in all aspects of the Learning Department's work.

Desirable

Experience:

14. Experience of creating digital resources for use in a heritage setting.

This Job Profile will be kept under review and may be amended by the Dean and Chapter from time to time. Any proposed changes will be discussed with the post holder.

March 2019

Working for us

Salary

The salary is £42,357 per annum, which is paid on the last Friday of each month. Salary is reviewed annually in January.

Working Hours

These are 40 hours per week. The normal arrangement of working hours is 9am to 5pm Monday to Friday, however the postholder will be required to work hours that suit the needs of the business.

Annual Holidays

The holiday entitlement is 31 days per annum including recognised public holidays, rising to 33 days per annum in the fifth year of service.

Training

On-site training will be provided in all aspects of the job. Any further training needs will be assessed through the probation period and in annual appraisals.

Pension Scheme and Life Assurance

All employees can join a Group Personal Pension plan, where the minimum employee contribution is 3% and the maximum employer contribution is 9% (as determined by the level of the employee contribution). You will be auto-enrolled into our qualifying workplace pension scheme after 3 months, if you meet the eligibility criteria.

All employees are covered by death-in-service life assurance, whether or not they choose to join the pension scheme.

Staff Discount

All employees receive a 20% discount on purchases from the Westminster Abbey shop and a 30% discount on purchases from the Benugo outlets, which serve refreshments.

Season Ticket Loan

A season ticket loan is offered after satisfactory completion of a probationary period, repayable over 10 months.

Medical Insurance

The Abbey will pay 50% of premiums to join a nominated medical insurance scheme after one year's employment.

Equality Statement and How to apply

Equality Statement

The Dean and Chapter aim at all times to recruit the person who is most suited to the job. Recruitment will be solely on the basis of the applicant's abilities and individual merit as measured against the criteria for the job. Qualifications, skills and experience will be assessed at the level that is relevant to the job.

We will ensure that our shortlisting, interviewing and selection procedures avoid discrimination in any way, including on grounds of age, disability, gender, marital status or civil partnership, race, nationality or ethnic origins, religion or belief and sexual orientation.

Please return the Equal Opportunities Monitoring form with your application. This will help us monitor our recruitment practice. The form will not be seen by the people making the selection decision.

Safeguarding

Westminster Abbey is committed to the safeguarding of children, young people and adults at risk. To prevent them from harm, we undertake appropriate checks on staff and volunteers and require them to complete relevant safeguarding training. Offers are subject to a relevant level of criminal record check, receipt of references satisfactory to Westminster Abbey, right to work in the UK, proof of professional qualifications and medical clearance, which may include a medical assessment from the Abbey doctor.

How to Apply

Please complete our application form as CVs **will not** be accepted.

Read the Job Description and Person Specification carefully and think about how your experience, skills and abilities help you to meet the requirements listed in the Person Specification. Use the 'Supporting Statement' section of the form to tell us how you meet each of the requirements.

As well as your previous work experience, tell us about other relevant experience such as community and voluntary experience. Clear information on how you meet all the requirements of the job, with relevant examples, will help us with shortlisting, and we may not be able to shortlist you for interview if you do not provide this.

Please email your completed application to: applications@westminster-abbey.org OR (if unable to send by email), post it to:

The Human Resources Department
The Chapter Office
20 Dean's Yard
London SW1P 3PA

Applications should arrive no later than 12 noon on Tuesday 24 May 2019. Interviews are scheduled to take place on 10 June 2019.

We regret that, due to the large number of applications we receive, we are only able to contact or provide feedback if you have been shortlisted for interview. We appreciate your interest in our work at Westminster Abbey.