Application Pack

Ref: WA155

Marketing Manager

Salary £43,727 per annum

Full time – Permanent [40 hours per week]

Closing Date: 29 July 2022

Westminster Abbey
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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: Marketing Manager

Department: Event Management and Marketing

Post Reports To: The Head of Event Management and Marketing

Key Relationships: Internal: Visitor Experience, Development, Press & Communications, Finance, Learning

External: Nominated suppliers and creative agencies

Job Summary: Working closely with the Head of Event Management and Marketing, the Marketing Manager will help us to modernise and transform how we engage with our community – how we encourage people to visit the riches of the Abbey and how we communicate our story.

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 approximately 350 employees and a greater number of volunteers.

Main Duties and Responsibilities

1. Plan and build consumer marketing and sales campaigns in collaboration with the Head of Events Management and Marketing in order to maximise income and increase visitor numbers throughout the year, especially in the quieter months.

2. Plan and build Learning marketing campaigns in collaboration with the Head of Event Management and Marketing and the Learning Team to increase school visits and family audiences.

3. Plan and build direct Association marketing campaigns to recruit new and retain existing members.

4. Plan and build corporate event marketing campaigns in collaboration with the Head of Event Management and Marketing to increase corporate events' income to the Abbey.

5. Develop and implement regular e-marketing campaigns to the Abbey's subscriber database.

6. Use analytics to understand our audiences and the ROI of all campaigns reporting to the Head of Event Management and Marketing.

7. Compile monthly, quarterly and annual visitor feedback reports based on the Avius on-site visitor data to inform ongoing marketing strategy and present insights into customer needs and wants and make recommendations as appropriate.

8. Maintain comprehensive data on Westminster Abbey Event/Marketing activities, producing timely and accurate narrative and financial reporting as required by Head of Event Management and Marketing.

9. Account management of creative and media agencies.
10. Responsible for managing agreed Marketing budgets, logging and processing invoices for payment within agreed financial procedures.

11. Manage internal team communications via the Abbey’s intranet.

12. New Product Development: investigate the opportunity to expand the Abbey’s product portfolio to target new and existing markets (e.g. gift tickets, premium products).

13. Day to day operational management Free Sale Travel Trade Accounts.

14. Deputise for the Head of Event Management and Marketing as required.

Westminster Abbey is committed to the safeguarding of children, young people and adults at risk. To prevent them from harm, we undertake appropriate checks (including the relevant level of criminal record check) on staff and volunteers and require them to complete relevant safeguarding training. This post requires a basic level criminal record check.
Person Specification

This section outlines the knowledge, skills and abilities the job holder needs in order to fulfil the requirements of the post. ‘Essential’ criteria are those that the job holder 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 job holder can be trained to do.

**Essential**

**Education/Training/Qualifications**

- Educated to degree level or equivalent

**Experience/Knowledge/Skills**

- Excellent verbal and written communication skills
- Ability to work on several tasks simultaneously and ability manage conflicting priorities
- A working knowledge of Dynamics 365 and Sharepoint.
- Experience of working with different digital marketing platforms
- Experience of developing marketing campaigns and sales strategies
- Excellent negotiation skills and an eye for contractual detail

**Personal Attributes**

- Sympathy for and understanding of the Abbey as a Christian Church
- Commitment to the Abbey’s mission and to the maintenance of its reputation, with the capacity to be diplomatic and discreet
- Excellent attitude and approach to customer service
- A self-starter
- Ability to work under pressure
- Methodical and accurate with an excellent attention to detail
- Able to work effectively with people at all levels
- Able to build and develop collaborative working relationships
- A creative brain to execute marketing campaigns

**Circumstances**

- Full-time position, 40 Hours per week
- Ability to work occasional evenings, weekends and bank holidays

**Desirable**

- Experience of working in a similar environment

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

Employment Status
This post is full time and permanent.

Salary
The salary is £43,727 per annum and 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 the hours to suit the needs of the organisation.

Annual Holidays
The full-time 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.

Uniform
If a uniform and/or Personal Protective Equipment (PPE) is provided, this must be worn at all times.
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.

You are also advised to 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.

Applications should arrive no later than 12 noon on 29 July 2022. Interviews are scheduled to take place on 10 August 2022.

We regret that, due to the large number of applications we normally receive, we may only be able to contact or provide feedback if you have attended an interview. We appreciate your interest in our work at Westminster Abbey.