



Application Pack

Ref: WA289

Digital Content Manager (Theological and Liturgical)

Salary Up to £51,000

Full-time / Permanent

40 hours per week

Advert date: 20 February 2024

Closing date: 19 March 2024

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 offer daily divine Worship to Almighty God and to help the wider Church to sustain and develop its ministry in areas such as liturgy, music and preaching, where we have particular strengths;
- To serve the King;
- To proclaim the Gospel to the nation and Commonwealth and explore its implications with those involved in public life – in Parliament and beyond;
- To provide a safe, welcoming and inspiring environment for all who come to the Abbey;
- To care for the precious resources entrusted to us: our people, partnerships, buildings, heritage and money.

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 300 staff in a variety of roles and a similar 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 Content Manager
ACCOUNTABLE TO:	Minor Canon and Precentor, with a dotted line to the Senior Digital Content Manager (the Head of Communications and Digital in the interim).
ACCOUNTABLE FOR:	N/A
DEPARTMENT:	Minor Canons
KEY RELATIONSHIPS:	Minor Canons and Minor Canons' Assistants, Dean & Chapter, Communications & Digital, Contracted suppliers, Music Department, Engagement, Abbey Collection
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 around 300 employees and a similar number of volunteers
JOB SUMMARY:	The role holder will bring their liturgical and theological expertise to enable a growing, global online audience to participate in the richness of the Abbey's regular services, special services and events. You will create and curate high quality, compelling and engaging content for the Abbey's digital channels, in service of the Digital Abbey programme and the priorities of the Dean and Chapter.

MAIN DUTIES AND RESPONSIBILITIES:

- Establish, with the Communications & Digital, Minor Canon's and Music departments, opportunities to use digital platforms to share more of the Abbey's worshipping life, particularly regular services, special services and events
- Collaborate with Digital Content Manager colleagues to ensure that there is clarity on tasks and resources are used in the best way.
- Work closely with Digital Content Managers in Communications & Digital on measuring the impact and engagement of this work.
- Create, with the Digital Content Managers, high-quality digital resources, drawing on the musical, liturgical, architectural, and historical resources of the Abbey (including Memorials and Collection).
- Ensure the Abbey's distinctive liturgical, theological and musical 'voice' is reflected through all digital content, with particular attention to beauty, intelligence, and inclusivity.
- Imagine new ways of communicating the Abbey's life through its digital channels; being entrepreneurial in spotting opportunities and novel approaches; keeping an eye on what others are doing in the digital sphere. Feed into the development of a new digital strategy for the Abbey, particularly on content creation and curation.
- Engage with Abbey's clergy and departments and relevant external parties to seek contributions to and participation in elements of the digital programme
- Through creative content development, ensure the Abbey's digital channels increase our online offer to visitors and worshippers.
- Manage relevant suppliers, ensuring timely reporting and regular reviews to maximise value for money.
- Keep up to date with industry best practice and share these insights with the team and across the Abbey, where appropriate.
- Undertake other responsibilities as required by the Minor Canon and Precentor and Head of Communications & Digital.

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 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:

- Evidence of professional training offered by relevant organisations.
- Graduate in theology or related subject
- A practising Christian with a deep appreciation and understanding of 'Cathedral-style' Anglican liturgy and music.

Skills/Aptitudes/Knowledge/Experience:

- Demonstrable experience adapting digital content for various audiences and channels.
- First-hand experience of Anglican Choral liturgy.
- Accurate, concise, fluent and informed approach to writing.
- Excellent knowledge of popular computer applications: Microsoft Office and Microsoft Outlook.

Personal Attributes & Circumstances:

- Ensure good cross-departmental collaboration across all areas of your work
- Ability to convey detailed information in a simple and concise manner.
- Ability to develop good relations and influence people quickly.
- Ability to thrive under pressure.
- Ability to work in a small team within a complex organisation.
- An expert understanding of the role of worship within the community.
- A willingness to accept responsibility in the absence of the line manager.
- A sympathy with the mission of the Abbey and its role as a Christian church.
- Ability to act as an ambassador for the Abbey.

Desirable:

Knowledge/Experience:

- Experience creating, presenting and producing audio-visual content for online use.

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 permanent.

Salary

The salary is up to £51,000 per annum.

Working Hours

These are 40 hours per week. The normal arrangement of working hours is 9am to 5pm Monday to Friday.

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.

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 (including a **full** career history of all employment), 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 19 March 2024. Interviews are scheduled to take place on 9 April 2024.

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.