



# Truro Cathedral

*sacred space, common ground*

Digital Development  
and Content Officer



## Our Vision, Ambition and Values

### Vision

Our vision for Truro Cathedral is to create **Sacred Space** in which the holiness of God is encountered in an open and inclusive way and **Common Ground** where issues shared by the whole of humanity can be explored.

### Ambition

Inspired by the Gospel of Jesus Christ, we work to build a welcoming, inclusive and engaging environment that, through the delivery of a diverse and inspiring programme of worship, events, educational activities and community outreach, fulfils and spiritually enriches all who experience Truro Cathedral.

### Values

#### **Love & Unity**

We care for one another with compassion and kindness and our work is embedded in a spirit of love and cooperation as we come together to succeed in our mission for the cathedral.

#### **Dignity & Respect**

We respect others and value diversity, embracing our similarities and differences with gentleness, self-control and a willingness to learn. We welcome expressions of spirituality, respecting and valuing those with different faiths or no faith.

#### **Accountability & Integrity**

We act with honesty, openness and integrity in everything we do. We use the resources entrusted to us wisely and effectively with transparency and accountability. We demand high standards of professionalism from ourselves every day, always striving to deliver excellence in our work.

#### **Creativity & Courage**

We are bold and challenge ourselves and others to question the norm. We explore new options and take intelligent risks, confident that we do so in a supportive environment. Committed to continual development, we embrace change and nurture personal growth.

## Job Description

<b>Job Title</b>	<b>Digital Development and Content Officer</b>
<b>Hours of Work</b>	3 days per week (21 hours) from June 2021. (Fixed Term, 18 months)
<b>Salary</b>	£25,000 per annum pro-rata
<b>Line manager</b>	Digital Manager
<b>Direct reports</b>	N/A

## Overview and general duties

The Digital Development and Content Officer will support the Digital Manager and Educational Officer in the practical development of online and digital income generating opportunities. They will build facilities for creating overarching greater financial and organisational resilience and expand the geographical reach of provision and income generating opportunities into 2021 and beyond.

## Key Duties and Responsibilities

- Working closely with the Digital Manager, development of the fundraising area of the website for music; including fundraising shopping lists and sponsorship options, alongside development of music fundraising-related campaigns.
- Create, with the Digital Manager and Education Officer, a targeted digital education strategy through to June 2022 measured against SMART objectives.
- Development of a schools' area of the website; with free resources and further 'paid-for resources'.
- Promotion of our other paid-for offers, including on-site tours, outreach sessions and loans boxes.
- Development of Virtual Tours for schools and other website users
- Live Streaming of tours with Q&A with the Education Officer in place of physical visits.
- Live chat Q&A Sessions with Cathedral staff
- Development and promotion of online 'virtual' exhibitions
- Development of online festivals to appeal to a wide variety of audiences.
- Promotion of workshops
- Promotion of behind-the-scenes tours
- Promotion of the Cathedral as an events space
- Creation of internal communications for stakeholder engagement and buy in to the digital programme.

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- Engagement and administration of donors, givers, Friends and visitors through CRM and MailChimp
  - Use of social media platforms for sharing and uploading resources, and outreach to priority audiences identified by the Chief Operating Officer, including but not limited to secondary school audiences.

## **General**

1. Attend and participate in training courses as directed.
2. Maintain confidentiality at all times.
3. Take a positive and active part in the cathedral's annual appraisal/review system.
4. Uphold and have sympathy for the cathedral's vision and values.
5. Ensure awareness and observance of Truro Cathedral's policies and procedures.
6. Any other duties necessary for the smooth running of the cathedral and its business.
7. This job description will be subject to regular review and amended if necessary to meet the changing needs of the cathedral.



## About Truro Cathedral

Truro Cathedral is a Grade 1 Listed focal point for the people of Truro, attracting visitors from all over the world. Completed in 1910, it has been an important part of Cornish identity, with some of the finest Victorian stained-glass windows - notably three rose windows depicting the holy trinity. Built by the people of Cornwall for everyone to experience and enjoy, it is vibrant, active and the physical and spiritual heart of the city.

Every year on average, the cathedral engages around 150,000 people. Staff, 200+ volunteers, 49 choir members, 330+ congregational members, 30,000+ event attendees, 3,000+ student visitors, 70,000+ general visitors who all have their own unique reasons to visit or have a connection to Truro Cathedral. People are at the centre of the cathedral, and by providing a Sacred Space and Common Ground for them as our mission, our ambition is to fulfil & spiritually enrich all who visit.

We deliver a diverse and inspiring programme of activities, including:

- Worship - with between 25 and 30 regular services each week, many featuring our wonderful choir and additional special services marking important events in the life of the county.
- Events – including numerous concerts, often free to the public.
- Educational activities – formal and informal learning opportunities for schools, families, students and adults focusing on, heritage, history and theology.
- Community outreach - providing support and advocacy to various groups in the communities Truro Cathedral serves.

Truro Cathedral has a unique visitor and heritage proposition, attracting a wide range of people as part of a joint offer for Truro, including The Royal Cornwall Museum and The Hall For Cornwall. Audience Research in 2019 described the Cathedral as 'Cornwall's Umbrella' - sheltering the county with spiritual, emotional, physical, educational and online support, creating greater community connectivity and wellbeing.

However, as a result of the Covid-19 pandemic our audience and commercial strategies stalled, and our income was significantly impacted. There is now the need for immediate resources to aid recovery from this unprecedented situation, diversify our income streams and get the Cathedral back on track - you will have a critical role to play in this process.

# Person Specification

## Digital Development and Content Officer

ATTRIBUTES	ESSENTIAL	DESIRABLE
<b>Job Knowledge &amp; Experience</b>	Outstanding interpersonal skills with experience in team working	Experience in working within the third sector and/or educational environment
	Strong digital skills across website and social media platforms	Experience in website administration maintenance and social media management
	Experience in working to and applying brand guidelines	Experience of managing website development e.g. functionality/design of new areas of a website with an external or internal agency
	Proven leadership and project management working to identified objectives	Experience in developing organisational digital strategy
	Experience working to a marketing campaign	Experienced in developing and implementing a digital marketing campaign
	Experience of website and social media analytics	Interpretation of analytics research primary and secondary data
	Experience in editing videos and images to support content creation.	Experience of Content Management System (CMS)
	Ability to create and implement a planning process, prioritise and manage workload to achieve deadlines	Managing colleagues as part of a planning process
	Proven skills in copywriting (for web, social media and/or print) in a business setting	
	<b>Job Skills</b>	Excellent working knowledge of Microsoft Office, website and social media platforms including management tools
	Experience of working with databases and / or CRM systems	Experience of Segmentation and Targeting
	Excellent communication skills	
	Strong administration skills	
	Excellent numeracy and computer skills	
	High standards of professionalism in the delivery of the requirements of the post	

	and in handling confidential information about donors.	
<b>Education &amp; qualifications</b>	GCSE English Language and Maths or equivalent	Digital Marketing qualification
	Marketing qualification or minimum of 3 year's experience in a marketing role	
<b>Personal attributes</b>	Strong attention to detail.	
	Able to use own initiative and enjoy being and active part of a small, focussed team	
	Good sense of humour and common sense when dealing with the pressures of the post	
	Understand and demonstrate commitment to the cathedral's sense of purpose and vision	

## Terms & Conditions

<b>Job Title</b>	Digital Development and Content Officer
<b>Contract</b>	Temporary until November 2022
<b>Salary</b>	£25,000 per annum pro-rata
<b>Hours of Work</b>	3 days per week (21 hours) from June 2021
<b>Holiday</b>	25 days per annum pro-rated plus Bank Holidays
<b>Line manager</b>	Digital Manager
<b>Place of work</b>	Truro Cathedral Office, or homeworking
<b>Probation</b>	The post will be subject to a three-month probationary period, during which time, either party may give the other one weeks written notice
<b>Pension</b>	You will automatically be enrolled onto the government's Nest pension scheme but can opt out if you wish. After successful completion of six-month probation period staff are eligible to join the Church Workers Pension Scheme (contributory employer 6%, employee 3%)
<b>Smoking</b>	The cathedral operates a no smoking policy
<b>Health &amp; Safety</b>	All staff are required to follow the policies and procedures set out in the employee handbook.
<b>Equal Opportunities</b>	Truro Cathedral operates under the principles of Equal Opportunity, insisting on and promoting equality of opportunity and access to all, regardless of age, race, colour, ethnic or national origins, gender, marital status, sexual orientation, disability or impairment, income, education, religious beliefs or cultural heritage. This applies in all we do, including our campaigns and employment practices, membership of committees, all stages of recruitment or selection processes, working practices, conditions of work, and allocation of resources.
<b>Safeguarding</b>	Truro Cathedral's safeguarding policy provides a framework to promote the welfare and protection of children and vulnerable adults. It is available at <a href="http://www.trurocathedral.org.uk">www.trurocathedral.org.uk</a> or in the company documents area of BreatheHR.