



Leicester Cathedral
A beating heart for City and County

Digital Officer

Role Description





About Leicester Cathedral

The Cathedral has identified our mission as being a 'beating heart for City and County' through our worship, welcome and witness. These three words shape key priorities for us as the seat of the bishop and as a centre of mission (the Cathedrals Measure). We are very aware of context. We are not trying to be anything other than Leicester Cathedral with big opportunities and big challenges. We have increasing profile and reach, and seek to maximise both for the sake of the growth of God's Kingdom and for the welfare and wellbeing of those amongst whom we live and pray.

Specific goals in our Strategic Plan (www.leicestercathedral.org/about-us/strategic-plan) relate to the renewal and growth of our congregations and community; the renewal of our response in mission especially through the arts, social outreach and interfaith engagement and finally the renewal of our building – making it beautiful and fit for purpose and putting it to the service of both the Diocese and the wider community. We are a rural Diocese with urban heartlands. The Cathedral is in the middle of the city in the heart of the geographical Diocese. We serve a diverse multi-cultural city and a county with rolling farmland, ex-industrial communities, market towns, significant deprivation and considerable wealth.

We hope our new colleague will relish cathedral life and worship and genuinely wish to work as part of the team of lay and ordained people, paid staff and volunteers. She/he will be right in the heart of the bustling city centre adjacent to the Cathedral and will need to be able to thrive in this multi-cultural context.

The Cathedral and Diocese share offices at St Martins House, which is also a conference centre. Since 2018, this has been complemented by St Martins Lodge, a stylish hotel offering bed and breakfast accommodation. And the 'Cathedral Quarter' of the city is now completed by the Community of the Tree Life, a residential community for young adults exploring prayer and Christian service, housed on the site of the former Greyfriars monastery. All these spaces are framed by the Cathedral and by Cathedral

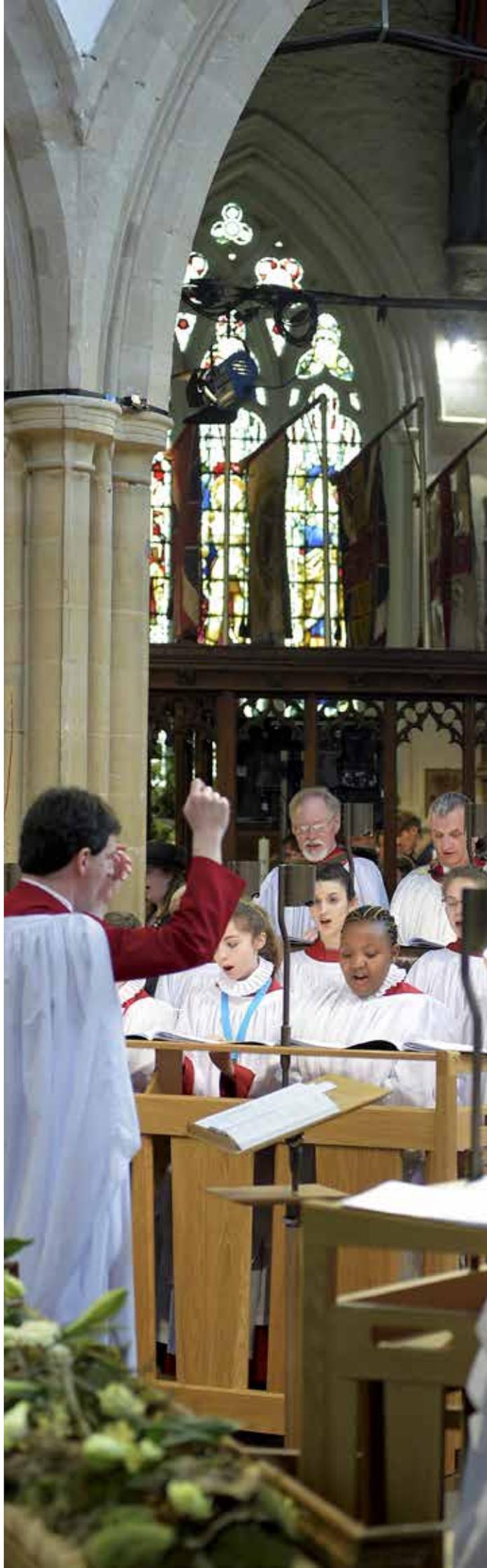
Gardens, which has become a very pleasant space in the city centre where people gather, relax and meet.

Ours is a community that has been engaged in much change, with the first stage of Cathedral re-ordering completed 5 years ago to enable the reinterment of King Richard III. In particular our current development project *Leicester Cathedral Revealed* (LCR) will complete the re-ordering of the Cathedral and provide a new Chapter House to better meet the needs of visitors and congregations. This will also involve new activity and outreach programmes.

We are hoping that this work may begin as early as Easter 2021 with parts of the cathedral building being decommissioned and disrupted for 18 months+. We want to complete the capital works approximately by Christmas 2022, followed by a series of opening events and activities which will run for several years to heighten engagement, reach, evangelism and discipleship and contribute to financial sustainability. This period will also encompass the forthcoming Centenary of the Diocese.

Daily worship will be impacted during LCR with Sunday services possibly taking place in St Martins House and 'Cathedral on Tour' being an important element; for instance taking Evensong out into the parishes of the Diocese on a Sunday afternoon in term time. Congregations are being prepared for these changes and we know we are likely to gain some new people as well as lose some. Our spiritual and Christian formation needs to help to give us the tools and resilience for this transitional time.

We will be going through a period of dislocation, experimentation, re-location and consolidation so that, when we return to the redeveloped and restored Cathedral spaces, we can offer inspiring worship that conveys excellence and depth alongside worship which is participatory and relevant to this city and county. Such worship must have the capacity for transformation and to draw people into further pilgrimage with Jesus Christ.





The Impact of COVID-19

The City of Leicester experienced an additional lockdown in July and August 2020 when the rest of the country was being released. This means that our local community faces additional challenges.

We furloughed eight staff (50%) and have been operating from home and online. Chapter has had to initiate a staff restructure resulting in three staff members accepting reduced hours and four staff members being made redundant.

Chapter remains committed to our existing strategic plan in terms of the outcomes we seek but we recognise that the ways we deliver things and the things we deliver will change. The Chapter have sought to resource Music and Liturgy both through staff and professionalised volunteer roles, recognising that it takes considerable time and skill to build up musical resources in a context such as Leicester's, which requires long term commitment.

Overall we have a small but beautifully formed team of highly motivated staff and volunteers, so we need someone who will very much play their part in the team rather than plough their own furrows.

During this time, the experience of BAME people has been highlighted as well as the structural racism which they experience. There is diversity in both congregations (adults and children) and in our choirs but no equivalent diversity in our governance and leadership. Chapter are seeking to address this through a BAME action plan and the appointment of a BAME champion.

The Diocese have a project funded by the Strategic Development Funding to support and develop BAME Christians in their vocation and participation. This also creates new Inter Cultural Worshipping Communities (ICWC's).

We already have some track record on inclusion with respect to gender, sexuality and engagement with peoples of other faiths. This plan will help the Cathedral make the cultural shift from having a reasonable amount of diversity into a place that is genuinely inclusive. So we especially will welcome expressions of interest and applications from BAME candidates.

Staff Structure 2020/2021



Digital Officer Role Specification

Salary	Salary up to £14,000 plus contribution to the Church Workers Pension Fund (8%). Agreed expenses will be met in full.
Hours	Normal working week 17.5 hours, Monday to Friday, with some evening and weekend work being required, with time off in lieu to be agreed for that work.
Responsible To	Sub-Dean
Holidays	Pro rata public holidays, and 12.5 days holiday per year, by arrangement with the Sub-Dean.
Location	Role will be undertaken from our offices in St Martins House in addition to some home working. Compliance with Cathedral Policies required, including Safeguarding.

Key Purpose

This is a new development role which will enable Leicester Cathedral to fully harness digital working to support our mission of worship, welcome and witness.

Key Relationships

Chapter Executive, Diocesan Communications Team, Events Officer, Marketing & Branding Officer, Social Media and Comms Officer, Fundraising Manager.

Cathedral Context

We are the beating heart for our city and county.

Through our cathedral core purposes as the 'Seat of the Bishop' and as a 'centre of worship' we focus on worship, witness and welcome in order to:

1. Disclose God, proclaim and model Christian faith through a regular rhythm of prayer, growth in discipleship and loving service of the world, drawing more from the arts and our spiritual heritage.
2. Provide a safe gathering place and loving spiritual focus in a city of diversity within the wider Diocese of Leicester by providing an inclusive space for encounter.
3. Be a holy and hospitable place where God is encountered, strangers are welcomed, the needy find a friend, visitors may connect with heritage and culture, pilgrims are spiritually nourished and challenged, community life flourishes and congregations grow.
4. Further the Kingdom of God by being a confident and prophetic Christian voice on issues of justice and peace working in partnership with people of goodwill.

See our Strategic Plan: www.leicestercathedral.org/about-us/strategic-plan

Leicester Cathedral Revealed (our 12+ million capital and activity development project) is planned to begin in 2021 with the Cathedral building being closed for up to 18 months.

WAGOLL (What's A Good One Look Like?)

Leicester Cathedral

- a. will have a clearly established direction for our communications and marketing through a comprehensive Communications Plan
- b. will be able to offer quality online worship in addition to worship in the Cathedral, create online community and meet pastoral and spiritual needs of this community effectively through the best possible usage of digital platforms
- c. our discipleship growth agenda will develop significantly online to help more people journey in faith and join both the online or gathered community as appropriate, working with our part-time Discipleship Officer
- d. our fundraising and commercial activity will be fully supported and informed by digital advertising and data analysis to increase engagement and income.

Main Duties and Responsibilities

1. Research and Development

- Review the existing use of digital working across all departments.
- Assess the digital intelligence and skills of the staff and key volunteers.
- Research other cathedrals and equivalent organisations to ascertain the range of ways digital platforms are being used.
- Liaise closely with the Diocesan Communications Team to learn from their practice.
- Review the effectiveness of other print and e-communication tools currently used by the Cathedral.
- Analyse research findings and develop (in conjunction with) others a digital development strategy and a comprehensive communications plan.
- Advise on e-security and managing e-risks incorporating Cathedral Safeguarding within our digital platforms and activity.

2. Scoping and Equipment

- Identify the most appropriate software, apps, digital equipment etc. to serve the Cathedral for the next medium time frame (3-5 years).
- Undertake (1) in liaison with the Cathedral Development Project LCR to ensure that outcomes and outputs are supported by our digital offer.

3. Worship

- Working with the Music and Liturgy Department review our development of online worship from a technical/digital perspective including analysis of processes and platforms used to make it and to deliver it.
- Establish current digital needs and working with the Precentor ensure that worship development is underpinned and supported by growing digital expertise.

4. Marketing and Income Generation

- Review online donations, text donations and e-ticketing in conjunction with our Fundraising and Communications & Marketing teams.
- Investigate further software or hardware which will maximise effectiveness or advise how existing strategies might be improved including further use of website.
- Create timed and costed plans for implementation of digital strategy through all marketing activity.
- Advise Events Officer how to market and tailor individual event campaigns with developing digital tools to maximise digital reach through segregated campaigns.
- Advise Discipleship Officer on how best to market activities and to use digital platforms for learning and growth.
- Pay especial attention to developing younger and more diverse BAME audiences.

5. Analytics

- Analyse with available tools the usage of digital output during the COVID-19 pandemic.
- Analyse and report on learning from COVID experience to Chapter Executive.
- Propose new efficient data harvesting tools and embed them across the Cathedral's activity equipping teams to utilise the data.
- Produce data reports for Chapter or other funding bodies as required.

6. Training

- Provide bespoke digital training to staff and volunteers.
- Monitor the effectiveness of this training.
- Equip others to cascade up skilling training to embed digital intelligence across the Cathedral teams.

7. Social Media and Comms

- Cover media interactions as required especially in absence of other Comms Team staff.

8. Other

- Participation in Cathedral staff team meetings and other ad hoc Cathedral meetings.
- Other such duties as may be reasonably be required and negotiated.



Person Specification

We want to be surprised by who God might call here. The following tries to note some of the things that someone could bring to this role helping us to understand that she/he could be well suited.

If having read the Role Description and you feel nudged by God to apply or feel experienced and skilled to do so, or you are intrigued to explore this role in a place like Leicester, then please complete a form. None of us comes fully formed into these roles and this is a place where we grow lay and ordained people helping them to acquire new skills and to discover new gifts.

Attribute	Essential	Desirable
Qualifications and Training	Tertiary education or equivalent qualifications in relevant subjects	
Experience	Previous experience in at least four of the following: Communications E-marketing or ecommerce IT service provision e-Data analysis Social Media communication and development	IT installation Strategic Planning Implementation of digital plans Digital work in the charitable sector
Knowledge and Skills	Report writing Ability to work cross organisationally Self-motivated and highly organised Good team worker with track record of delivery of successful digital development projects Successful experience of providing highly rated training in a relevant area	Understanding of e-learning

<p>Personal Qualities</p>	<p>Excellent interpersonal skills</p> <p>Excellent communication skills</p> <p>Thorough and accurate</p> <p>Efficient and timely</p> <p>Able to present to Board level</p>	
<p>Personal Circumstances</p>	<p>Able to work flexibly from office and home</p>	<p>Clean driver's license</p>
<p>General</p>	<p>Commitment to and appreciation of the work and mission of the Cathedral</p>	



How to Apply

To apply for this position, please send the following:

- A brief **covering letter** (not more than two sides of A4) saying how your skills and experience match the requirements of the post;
- An **application form** available from the Cathedral website, containing education, professional qualifications and full employment history;
- The application form also requires the name, telephone number, postal address and e-mail address of two referees. Referees will only be contacted if you are short-listed for the post.

For an informal conversation about the role, please contact The Very Revd David Monteith, Dean of Leicester, by emailing david.monteith@leicestercofe.org

Applications should be sent:

by **email** to: andrew.radford@leccofe.org

by **post** to: Andrew Radford, Cathedral Office, St Martins House, 7 Peacock Lane, Leicester, LE1 5PZ

Completed applications are required by **midday on Thursday 24 September 2020**.

Shortlisting will take place w/b Monday 28 September 2020.

Interviews will take place on Thursday 5 October 2020.

Full details of the interview process, including presentation and the interview panel, will be provided to short-listed candidates nearer the time.



All information is correct at the time of printing
leicestercathedral@leccofe.org | www.leicestercathedral.org
Leicester Cathedral, St Martins House, 7 Peacock Lane, Leicester, LE1 5PZ

