



Leicester Cathedral
A beating heart for City and County

Events Manager 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 covets 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



Events Manager Role Specification

Job Title	Events Manager
Salary	£28,000 gross per annum
Hours	Full-time – funding secured for 18 months with application for a further 18 months possible if role delivered successfully
Responsible To	Canon Missioner
Responsible For	Events volunteers and possibly Marketing Manager (0.5) in due course

Key Purposes

To develop and deliver a programme of high profile and small scale events in the Cathedral and its Gardens in order to establish Leicester Cathedral as a major arts and events venue; significantly increase footfall to the Cathedral and generate income to help meet the Cathedral's financial targets.

Key Relationships

Canon Missioner, Vergers (Cathedral bookings & building), *Leicester Cathedral Revealed* Development Staff, Comms and Media, St Martins House, Volunteers, external Arts & Events relationships, St Nicholas Church.

Cathedral Purpose and Aims

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. This means our events will need to mostly take place in different ways, in addition to the challenges brought up by the COVID-19 pandemic.

Main Duties and Responsibilities

Work closely with the Cathedral's teams and networks:

- To develop a mixed portfolio of charitable and commercial hires, events and exhibitions jointly promoted with third parties and own-promoted events
- To develop and implement a Marketing Plan to support the events
- To build fruitful relationships with key partners across the city's cultural community (and elsewhere) and ensure the Cathedral is part of those networks
- To identify opportunities for a wide range of events (both arts and general events) that broaden the Cathedral's audience and deepen its engagement with the city's diverse community as part of an annual programme
- Identify and experiment to create online events working closely with our Comms and Marketing team
- To plan and execute at least one major exhibition/ installation a year in collaboration with suitable external partners
- To work with the verger team and St Martins House management to ensure the successful delivery of other events that take place within the Cathedral and Gardens (not including liturgical events and services)
- To formulate and then deliver a marketing plan for the Cathedral, working with corporate members of the *Guild of St Martin* – our patron membership scheme
- To implement recommendations put forward by a Cathedral's specialist arts consultant in order to establish Leicester Cathedral as a major arts and events venue, significantly increase footfall to the Cathedral and generate income to help meet the Cathedral's financial targets
- Other Cathedral duties shared as part of a small team and as negotiated proportionately.

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

The Cathedral's engagement with the community will increase significantly and the Events Programme will grow year on year to provide additional income to assist with the longer term sustainability of the Cathedral.



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 events management 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 qualifications in relevant subjects	
Experience	<p>Previous experience of events planning and delivery at a leadership level</p> <p>Previous experience of writing and delivering successful marketing plans and strategies</p> <p>Developing and delivering high profile cultural and/or leisure events to a wide range of audiences for three years or more</p> <p>Arts programming, commissioning and event production</p> <p>Negotiating with event promoters</p> <p>Volunteer management</p> <p>Partnership working and networking with other providers</p> <p>Creating and evaluating event programmes</p>	<p>Report writing</p> <p>Experience of events and/or marketing in the charitable sector</p> <p>Organising and marketing of smaller scale heritage and community events</p>

<p>Knowledge and Skills</p>	<p>Creative and inspiring individual</p> <p>Highly organised</p> <p>Excellent writing skills</p> <p>Ability to be self-motivated and work unsupervised</p> <p>Ability to work independently and as part of a team</p> <p>Good level of computer literacy and IT skills</p>	<p>Understanding of e-events</p>
<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>Personal Circumstances</p>	<p>Able to work flexibly from office and home</p> <p>Weekend and evening work will be required</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 Revd Canon Karen Rooms, Canon Missioner, by emailing karen.rooms@leccofe.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 Monday 5 October 2020.

Interviews will take place Friday 9 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

