

# Head of Marketing & Events

## Application Pack 2024

Please email applications (No CVs) to: [info@tewkesburyabbey.org.uk](mailto:info@tewkesburyabbey.org.uk)  
Deadline for Applications 9am Friday 15th November 2024  
Interviews: Monday 25th November 2024



*“Tewkesbury Abbey is one of England’s most beautiful and majestic Churches...  
one of our most extraordinary architectural jewels”*

His Majesty the King



## Message from the Vicar

For over 900 years Tewkesbury Abbey has been at the heart of our community – as a place of gathering, worship, celebration and remembrance. Down the centuries we have been a Benedictine Abbey, a parish church and a place of refuge in times of flood and war.

Today the Abbey is a thriving parish church with hundreds coming here to worship each week, drawn by our commitment to daily prayer and our traditional choral worship. We are a 'Major church' within the Church of England and we are larger than fourteen of our country's cathedrals. We are also a venue for large civic events, concerts, fairs and festivals working in partnership with the town and borough mayors, the Roses Theatre, Tewkesbury Cultural Consortium and Gloucester Cathedral.

Like many heritage assets within the UK, COVID and lockdown presented us with serious challenges to our organisational sustainability. We are now responding to those challenges with ambitious plans to double our visitor income and numbers within five years. These plans have been agreed and funded by our Parochial Church Council and are being overseen by our trading arm Tewkesbury Abbey Limited.

This summer we applied for a £250,000 grant from a significant national funding body and we are hopeful for a positive response in November. This funding would increase our marketing activity enabling us to test entry by donation, to install Wi-Fi within the Abbey, to appoint a volunteer officer and a marketing assistant and a project manager to oversee the scoping of future

capital development plans. We hope that this will lead to one or more larger scale capital bids which could lead to a ten-year funding relationship to secure the Abbey as a thriving venue, unique heritage asset and global visitor destination.

In February of this year, we hosted Luke Jerram's 'Gaia' installation which was visited by over 20,000 people from across the region. Alongside this and with local partners we also hosted environmental events, a schools programme, concerts and talks. This month we will also host the Luxmuralis immersive projection 'Space' and next February we will be hosting Peter Walker's Peace Doves installation.

As Head of Marketing and Events you will play a key role in shaping and delivering these plans. As the first tranche of our new investment, you will be in at the ground floor and will oversee the growth of your marketing team, as we deliver on these plans. This is a unique opportunity for a creative marketing professional. The successful candidate will be a flexible team player who is looking for an exciting new challenge and the opportunity to shape the next chapter in the life of the Abbey.

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**Revd Canon Nick Davies**  
Vicar of Tewkesbury



## Overview

<b>Job Title</b>	Head of Marketing and Events
<b>Salary Grade</b>	£36,000 – £40,000 depending on experience
<b>Line Manager</b>	Vicar, handing over to Chief Operating Officer in 2025
<b>Reporting to Job Holder</b>	Shop Manager & Tearoom Manager <i>Subject to successful lottery bid: Volunteer Officer, Marketing Assistant &amp; Entry by Donation Team Leader.</i>
<b>Days and hours</b>	Full time role: 5 days per week (40 hours per week) This will include some weekends and evenings.
<b>Place of work</b>	Tewkesbury Abbey, Church Street, Tewkesbury, GL20 5R
<b>Date of issue</b>	November 2024

## Overall purpose of Job

As a member of the senior leadership team, the Head of Marketing and Events will have strategic oversight of marketing, visitor experience and income generation for the Abbey proactively managing the Marketing team in order to deliver on our strategic plan.

### Key responsibilities are:

- To develop and deliver a strategic marketing plan which doubles visitor numbers within five years.
- To lead an effective and motivated Marketing and Events Team to deliver our marketing plan and double income within five years.
- To deliver an annual programme of events, including two major installations a year, which engage our town and region driving footfall and engagement and delivering a worldclass visitor experience.
- To develop & introduce an 'Entry by Donation' programme to grow visitor donations and provide exceptional welcome.
- To be a hands-on member of the team working in partnership with colleagues, volunteers and members of the congregation for the flourishing of the Abbey as a spiritual, cultural and heritage resource to the town, region and nation.

Responsibilities and accountabilities	Nature and Scope of Role
<p><b>To develop and deliver a strategic marketing plan which doubles visitor numbers within five years.</b></p>	<ul style="list-style-type: none"> <li>• To have oversight of Abbey branding, developing guidelines and ensuring compliance.</li> <li>• To have oversight of all print media and our online presence including our website &amp; social media campaigns.</li> <li>• To market the Abbey estate as an international venue for film and TV recording, securing contracts in line with the business plan.</li> <li>• To develop and monitor marketing KPI's to track progress in growing audiences.</li> <li>• To lead on all advertising, PR and media relations including issuing press releases, dealing with press enquiries and proactively building relationships with the press.</li> <li>• To liaise with external marketing, photography and video agencies and suppliers to secure cost-effective contracts.</li> <li>• Advising the Friends, Foundation, Tewkesbury Abbey Publications to align branding, messaging and to secure professional marketing support including exploring microsites hosted by the Abbey website.</li> <li>• To liaise with the borough &amp; town marketing and tourism officers, the Roses Theatre and other local partners.</li> </ul>
<p><b>To lead an effective and motivated Marketing and Events Team to deliver our marketing plan and double income within five years.</b></p>	<ul style="list-style-type: none"> <li>• Line managing the marketing &amp; events team, supporting their development and ensuring they are motivated and working to a consistently high standard.</li> <li>• Managing the marketing and events budget.</li> <li>• Attending meetings of Tewkesbury Abbey Limited, ensuring that Directors approve strategic documents and are kept abreast of progress to plan.</li> <li>• To have strategic oversight of the Tewkesbury Abbey shop, agreeing strategic plans, sales targets and capital expenditure.</li> <li>• To have strategic oversight of the tearoom, agreeing business plans, sales targets and capital expenditure.</li> <li>• Chairing and attending internal project meetings, as required.</li> <li>• Working in partnership with the Head of Operations to ensure the delivery of successful events and forward diary management.</li> <li>• To work in a professional, courteous and respectful partnership with volunteers and members of the Abbey congregation.</li> <li>• Liaising with Benefice administrator on their delivery of internal communications in order to align branding &amp; messaging.</li> </ul>

Responsibilities and accountabilities	Nature and Scope of Role
<p><b>To deliver an annual programme of events, including two major installations a year which engage our town and region; driving footfall and engagement and delivering a worldclass visitor experience.</b></p>	<ul style="list-style-type: none"> <li>• To develop and deliver an annual events programme which delivers the strategic plan and aligns with our brand values as a place of Christian worship and mission and our responsibilities under Canon Law.</li> <li>• To deliver two major installations a year, in co-operation with the ministry team, operations team, external partners, schools and volunteers.</li> <li>• To develop our partnerships with external festivals and events including the Medieval Festival and Tewkesbury Big Weekend.</li> <li>• To provide professional support to internal volunteer led events, including Musica Deo Sacra Festival &amp; the Christmas Fair.</li> </ul>
<p><b>To develop &amp; introduce an 'Entry by Donation' programme.</b></p>	<ul style="list-style-type: none"> <li>• To introduce a visitor counting mechanism and to set-up monitoring systems.</li> <li>• To develop and deliver an entry by donation scheme to grow visitor donations and establish a world class welcome including recruitment, training and ongoing monitoring and management of a new entry by donation team reflecting the seasonal nature of visitor numbers. This work will be supported in partnership with Gloucester Cathedral who successfully established their own EBD scheme in 2019.</li> <li>• Leading on improvements to the overall visitor experience, including developing innovative approaches to interpreting the Abbey's heritage and implementing ways of enhancing our visitor offer to drive footfall, repeat visits and income.</li> <li>• Responding swiftly to any visitor experience-related issues and managing complaints.</li> <li>• Marketing and overseeing group visits in liaison with the Head of Operations and our volunteer Abbey guides.</li> </ul>
<p><b>To be a hands-on member of the team working in partnership with colleagues, volunteers and members of the congregation for the flourishing of the Abbey as a spiritual, cultural and heritage resource to the town, region and nation.</b></p>	<ul style="list-style-type: none"> <li>• To input into capital plans for the development of visitor income at the Abbey including potential redevelopment of the shop and tearoom.</li> <li>• Inputting ideas into the Development Team for the development of a new Heritage interpretation hub and associated digital resources.</li> </ul>

## Generic responsibilities

- The role requires the post-holder to do occasional work at weekends, bank holidays and evenings. Time off in lieu will be given for internal events and over-time may be paid for external events as and when agreed by the Chief Operating Officer.
- To ensure that all health and safety instructions are followed and that care is taken to ensure safety for self and colleagues, reporting concerns immediately.
- To undertake as requested other duties as may reasonably be expected.

## Person specification

Attributes	Essential	Desirable
<b>Qualifications and Training</b>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent.</li> </ul>	<ul style="list-style-type: none"> <li>• Qualifications in marketing, communications or public relations.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of working in a communications/ marketing related role for at least 3 years.</li> <li>• Good track record of planning and delivering effective marketing campaigns.</li> <li>• Experience of gathering, analysing and interpreting data/information.</li> <li>• Experience of website and branding management.</li> <li>• Experience of managing budgets.</li> <li>• Experience of line management and leading a team.</li> <li>• Experience of working in partnership with senior volunteers.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of creating management reports.</li> <li>• Experience of developing effective press and media relationships.</li> <li>• Experience of managing the communications and PR aspects of crisis situations.</li> <li>• Experience of visitor/ audience profiling and use of audience segmentation data.</li> </ul>
<b>Knowledge, skills and abilities</b>	<ul style="list-style-type: none"> <li>• Knowledge of effective marketing and communications strategies.</li> <li>• An understanding of the ministry and mission of the Church of England and the liturgical, civic and heritage role of major churches.</li> <li>• Knowledge of best practice in safeguarding relating to resources and communications strategies with children, young people, and vulnerable adults.</li> <li>• Working knowledge of best practice communication practices and policies, including GDPR.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to develop and implement new systems and policies.</li> </ul>

Attributes	Essential	Desirable
<b>Knowledge, skills and abilities (continued)</b>	<ul style="list-style-type: none"> <li>• Ability to lead and motivate a team</li> <li>• Ability to communicate stories and key messages to target audiences through a variety of digital mediums. Ability to produce digital content using images, video and text.</li> <li>• Excellent copywriting skills.</li> </ul>	
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• A commitment to reflect the inclusive, Christian ethos of Tewkesbury Abbey in all dealings with colleagues, volunteers, congregation members and visitors.</li> <li>• Collaborative working style and a good influencer.</li> <li>• Able to quickly form positive relationships with a range of people and stakeholders.</li> <li>• Able to balance numerous responsibilities at the same time and prioritise effectively.</li> <li>• Ability to work occasional weekends and evenings, providing hands on support to major events.</li> <li>• Enthusiasm and passion for the job role and ability to motivate others.</li> <li>• Emotional intelligence and diplomacy.</li> </ul>	

## Safeguarding

Tewkesbury Abbey are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All post holders and volunteers are expected to share this commitment, to work within the policy and procedures of the relevant safeguarding policy and are required to attend all relevant safeguarding training. Appointment will be made under CofE safer recruitment framework.

Further details can be found here: [www.tewkesburyabbey.org.uk/safeguarding](http://www.tewkesburyabbey.org.uk/safeguarding)

## Application

Please apply using the form below and emailing it to [info@tewkesburyabbey.org.uk](mailto:info@tewkesburyabbey.org.uk). In section four please outline why you are applying for this role and please use the person specification above to tell us why you are the person best suited for this job.

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