



DIGITAL & COMMUNICATIONS MANAGER

APPLICATION PACK

Job title: Digital & Communications Manager

Reports to: CEO

Contract: Permanent

Hours: 37.5 hours per week (1.0 FTE). The role is full-time. Flexible working options can be considered and negotiated by mutual agreement

Location: Home working (attendance at meetings and events will be required as appropriate)

Remuneration: £30,000 - £32,000 p.a. dependent on experience

Cathedral Music Trust is looking for a skilled and innovative Digital & Communications Manager to work as part of our team.

ABOUT CATHEDRAL MUSIC TRUST

Cathedral Music Trust (www.cathedralmusictrust.org.uk) is a national charity that supports the valuable work of musicians who transform so many lives through the power of cathedral music. Since our foundation in 1956 (as the charity Friends of Cathedral Music), we have made a positive difference to the lives of many thousands of children, young people and adult musicians across the UK and Ireland. We seek innovative and sector-leading ways to support high quality musicianship in cathedrals and churches through our programmes, training, advocacy and research. Our vision is to create a vibrant choral music scene that champions excellence and provides opportunities for people from all walks of life to thrive and develop.

HRH The Duchess of Gloucester is our Royal Patron. Harry Christophers CBE, founder and conductor of The Sixteen is our President. Actor, comedian and presenter Alexander Armstrong and organist, conductor and broadcaster Anna Lapwood MBE are our Ambassadors, helping to promote our work and raise the profile of sacred choral and organ music.

OVERVIEW OF THE ROLE

High impact and high-quality communications are integral to everything we do at Cathedral Music Trust and central to our continued growth. This is an exciting time to be joining us as Digital and Communications Manager, playing a vital role in the next stages of our development. The role plays a central part in our ambitions of increasing and diversifying our supporter base as well as building our advocacy role within cathedral music. You will need to find creative and engaging ways to communicate the beauty and value of choral and organ music in our cathedrals, churches and beyond, helping ever more people to experience the tradition and engage with the Trust.

The post of Digital and Communications Manager will help to shape and deliver of our communications strategy, leading on the Trust's website, email communications, paid and organic social media channels, and SEO. You will play a key role in championing digital engagement across the organisation, ensuring effective delivery and evaluation of all digital activities. This includes websites, online marketing, online engagement, social networks, e-commerce, online fundraising, video as well as new digital platforms. You will also play a critical role in designing print materials, including leading the relationship with the editor and publishers for the half-yearly Cathedral Music Magazine and helping to design reports, fundraising materials and other marketing assets.

For this role you will need to have the ability to write sharp copy, design assets and be highly organised. You will need to juggle multiple priorities and meet deadlines, display a creative approach to the role and be adept at using digital channels. There is real scope for growth in this role for the right person, representing a great opportunity to further develop a career in digital communications within the arts and/or charity sectors.

Some core hours will be required but a degree of flexible working will be possible. Some travel will be expected in order to attend events and in-person meetings. The Trust is committed to each team member's professional development and offers regular opportunities to undertake formal and informal training.

If you have an enthusiasm for sacred choral and organ music and believe you have the skills to be part of our dynamic team, we would like to hear from you.

WORKING RELATIONSHIPS AND EXPECTATIONS

You will need to respond proactively to all the communication needs of the organisation, from campaign development to fundraising. All staff work from home and our Board members, volunteers and partners are UK wide, so meetings and events are held regularly in London and elsewhere. You will work closely with the whole staff team and key volunteers, reporting to the CEO. You will also have regular contact with the Board of Trustees, Committee members and other volunteers, as well as liaising with a wide range of people externally.

KEY RESPONSIBILITIES:

You will play a vital role in shaping and leading on the delivery of the Cathedral Music Trust's communications strategy, including both print and digital communications. You will create engaging and dynamic content for our website, social media, email and other channels, ensuring it is delivered in a timely and effective manner. In doing so you will:

- Work with the CEO to refine and develop the Trust's communications strategy, using data to inform short-term and long-term goals and feeding into the Trust's Operational Plans
- Develop and implement specific communications for major projects, working collaboratively with the Development and Programmes teams to create announcements, fundraising campaigns and events, thinking across platforms and developing integrated campaigns.
- Develop, commission and create high-quality content – including videos – for digital platforms (including social media, website and e-newsletters). Quality assure content and contributions to agreed standards and guidelines.
- Curate effective email campaigns, including copy writing, email design, lay out, testing and analysis.
- Craft engaging social content for our digital audience on Instagram, Facebook, Twitter and YouTube, reacting to events and putting musicians' and supporters' voices and views front and centre.
- Use Google ad grants and Google tracking to inform audience-centred content development online.
- Assist the Development Director on media relations, especially on the maintenance of databases of key journalists and in the distribution of press releases.
- Review and report on digital marketing and communications activity to the CEO, Directors and Board, with a view to developing digital content and resource that can generate revenue.
- Keep up to date on best practice within the sector and changes to relevant legislation, codes of practice and digital innovation.



- Work with colleagues internally to maintain mailing lists and databases in accordance with data protection legislation.
- Promote the Trust's commitment to diversity and inclusion internally and across our communications.
- Undertake all administrative work generated by the post.
- Undertake any other duties commensurate with the role.

PERSON SPECIFICATION

ESSENTIAL

- Demonstrable understanding of digital marketing best practice.
- Excellent written English and understanding of writing copy for different audiences and media, adaptable to different styles and tones of voice.
- Strong creative skills with an eye for design.
- Demonstrable creative approach to developing, implementing and evaluating digital media activities.
- Substantial practical experience of using social media platforms.
- Copywriting and production of marketing materials, including creating design briefs and liaising with external suppliers (print and digital).
- Experience implementing campaigns using SEO, Google Analytics and Google Ad Grants.
- Video production and content generation skills.
- A fast independent learner, able to grasp new software and put new concepts/methods into practice to ensure strategic goals are achieved.
- Demonstrable enthusiasm for music, and or church and cathedral music, and the wider arts/heritage sectors.
- Experience of overseeing projects and ensuring they deliver on time and to budget.
- Ability to work collaboratively with, and to engage, a variety of stakeholders towards a common goal.
- Good organisational and time management skills, with the ability to multi-task and plan and prioritise your workload.
- Excellent attention to detail.
- Writing and scheduling e-marketing campaigns.
- Adept at using Microsoft suite of programmes.
- Knowledge of GDPR and wider data protection best practice.

DESIRABLE

- Use of website tracking analysis software to measure and improve digital media activities.
- Knowledge of HTML and CSS; Experience using website content management systems (including Wordpress) to manage and publish content.
- Proficiency and experience in the use of design platforms, such as Adobe Creative Suite and Canva.
- Experience using video editing software, such as Final Cut Pro.
- Working knowledge of a CRM-style database.
- Writing reports for presentation at board level.
- Experience working alongside public figures to widen reach.
- Experience working alongside fundraising teams to deliver fundraising campaigns.



TERMS AND CONDITIONS

- Contract hours: 37.5 hours per week.
 - Flexible, with core hours of work to be agreed on appointment.
 - The role will require periodic evening and weekend working and a flexible approach to working hours at busy times (for which time off in lieu will be given).
- Place of work: From your own home and other locations as required.
 - This includes but is not limited to team meetings and occasional evening and weekend events, although good notice will be given.
 - An ability to travel around the UK is therefore essential. Expenses will be reimbursed for travel and overnight accommodation if this is needed.
- Annual leave: you will be entitled to 25 days per year plus statutory Bank Holidays.
 - The annual leave period runs from January to December and
- Notice period: 2 months
- A work laptop will be provided
- Start date: early autumn 2025, or as soon as possible thereafter.

HOW TO APPLY

Applications should be submitted via the [application form](#). Please answer the questions carefully, clearly outlining your interest in the post, how your skills and experience match the person specification and job description. Shortlisted applicants will be invited to complete a short online task and invited to interview.

Incomplete applications will not be considered. Due to the volume of applications, we are unable to provide feedback to applicants who have not been invited to an interview.

We ask that you also complete our Equal Opportunities Monitoring Form, available via the following link: <https://forms.office.com/e/kduNug7CrF>

We are committed to ensuring equality of opportunity in recruitment and employment and operate a guaranteed interview scheme for disabled applicants who meet the minimum criteria for the role. If you believe you would be eligible for a guaranteed interview, please indicate this by checking the relevant box on the Equal Opportunities Monitoring Form.

TIMETABLE

Application deadline: 9am, Monday, 30th June 2025

Stage 1 interviews: via Zoom in the week commencing 7 July 2025

Stage 2 interviews: in person – likely w/c 21 July 2025