



# Application Pack

Ref: WA328

Digital Content Manager (Theological and Liturgical)

Salary Up to £51,000

Full-time / Permanent

40 hours per week

Advert date: 21 May 2024

Closing date: 11 June 2024

Westminster Abbey



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# About Westminster Abbey

Above all else, the Abbey is a church, a place of prayer and praise and holy ground at the heart of the nation. It is also a treasured part of Britain's heritage and a leading venue for tourism. The Abbey has occupied a central place in the celebration of great events for the nation and remains one of the most beautiful architectural masterpieces in Britain.

A living Church, Westminster Abbey is where the coronation of Kings and Queens has taken place since 1066, and where many of the Kings and Queens of England and of the United Kingdom are buried. Principal among them is St Edward the Confessor, King of England from 1042 to 1066, whose shrine is at the heart of the Abbey Church. Beside and around them are buried or commemorated many of the great women and men from almost every century of British history: statesmen and politicians, lawyers, warriors, clerics, writers, artists, musicians.

Neither a cathedral nor a parish church, Westminster Abbey (or the Collegiate Church of St Peter in Westminster to give it its correct title) is a Royal Peculiar under the jurisdiction of a Dean and Chapter and with direct accountability to the Sovereign. This relationship with the Sovereign dates back to the origins of the Abbey over a millennium ago, but its current form stems from the Charter granted to the Abbey by Elizabeth on 21<sup>st</sup> May 1560.

We are a welcoming community, but also complex and multi-faceted, with nearly 600 highly committed employees and volunteers. We have deep respect for the heritage of which we are the custodians, but we evolve continuously to meet the opportunities of the future. In recent times this has included the creation of new departments to focus on transforming our digital presence and delivering a significantly expanded programme of public and community engagement. In addition, our newly created Employee Engagement Forum and Social Engagement Statement is helping us to support and develop our staff and volunteers. We have also reshaped our governance arrangements, including a new Strategic Board to help us navigate the challenges and opportunities of the coming decades.

## **Westminster Abbey's mission is:**

- To offer daily divine Worship to Almighty God and resource the Church in this vocation;
- To serve the Sovereign;
- To proclaim the Gospel to the nation and Commonwealth, celebrating the distinctive witness of the Christian faith and engaging with the public square;
- To provide a safe, welcoming and inspiring environment for all who come to the Abbey;
- To act as responsible stewards of God's gifts.

## **Our Values:**

As one we serve each other, our visitors and the wider world in all we do with:

- Truthfulness
- Integrity
- Empathy
- Excellence

Following the State Funeral of Queen Elizabeth II and the Coronation of King Charles III and Queen Camilla, which were broadcast to national and international audiences in their millions, interest in the Abbey is very strong. We attract over a million visitors from around the world every year, and our summers and peak period are incredibly busy. However, we receive no regular income from the State, the Church of England or the Crown, and rely almost entirely on income from visitors.

**It is an exciting time to join the Abbey, and we look forward to receiving your application and if successful, welcoming your contribution to the Abbey's history.**

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# Job Description

<b>JOB TITLE:</b>	Digital Content Manager
<b>ACCOUNTABLE TO:</b>	Minor Canon and Precentor, with a dotted line to the Senior Digital Content Manager (the Head of Communications and Digital in the interim).
<b>ACCOUNTABLE FOR:</b>	N/A
<b>DEPARTMENT:</b>	Minor Canons
<b>KEY RELATIONSHIPS:</b>	Minor Canons and Minor Canons' Assistants, Dean & Chapter, Communications & Digital, Contracted suppliers, Music Department, Engagement, Abbey Collection
<b>BACKGROUND:</b>	Westminster Abbey is both a place of daily worship, and is one of the UK's leading visitor attractions, welcoming over one million visitors each year. A diverse and lively community work at the Abbey comprising around 300 employees and a similar number of volunteers
<b>JOB SUMMARY:</b>	The role holder will bring their liturgical and theological expertise to enable a growing, global online audience to participate in the richness of the Abbey's regular services, special services and events. You will create and curate high quality, compelling and engaging content for the Abbey's digital channels, in service of the Digital Abbey programme and the priorities of the Dean and Chapter.

## MAIN DUTIES AND RESPONSIBILITIES:

- Identify, with the Communications & Digital, Minor Canon's and Music departments, opportunities to use digital platforms to share more of the Abbey's worshipping life, particularly regular services, special services and events.
- Collaborate with Digital Content Manager colleagues to ensure that there is clarity on tasks and resources are used in the best way.
- Work closely with Digital Content Managers in Communications & Digital on measuring the impact and engagement of this work.
- Create, with the Digital Content Managers, high-quality digital resources, drawing on the musical, liturgical, architectural, and historical resources of the Abbey (including Memorials and Collection).
- Ensure the Abbey's distinctive liturgical, theological and musical 'voice' is reflected through all digital content, with particular attention to beauty, intelligence, and inclusivity.
- Imagine new ways of communicating the Abbey's life through its digital channels; being entrepreneurial in spotting opportunities and novel approaches; keeping an eye on what others are doing in the digital sphere. Feed into the development of a new digital strategy for the Abbey, particularly on content creation and curation.
- Engage with Abbey's clergy and departments and relevant external parties to seek contributions to, and participation in, elements of the digital programme.

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- Through creative content development, ensure the Abbey's digital channels increase our online offer to visitors and worshippers.
  - Manage relevant suppliers, ensuring timely reporting and regular reviews to maximise value for money.
  - Keep up to date with industry best practice and share these insights with the team and across the Abbey, where appropriate.
  - Undertake other responsibilities as required by the Minor Canon and Precentor and Head of Communications & Digital.

### **Safeguarding**

Westminster Abbey is committed to the safeguarding of children, young people and adults at risk. To prevent them from harm, we undertake appropriate checks on staff and volunteers and require them to complete relevant safeguarding training.

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# Person Specification

*This section outlines the knowledge, skills and abilities the job holder needs in order to fulfil the requirements of the post. 'Essential' criteria are those that the job holder absolutely must have in order to do the job. 'Desirable' criteria are those qualities that would be either useful, or an advantage or those which the job holder can be trained to do.*

## **Essential**

### **Education:**

- Graduate in theology or related subject

### **Skills/Aptitudes/Knowledge/Experience:**

- Experience and appreciation of 'cathedral-style' Anglican liturgy
- Experience and appreciation of the Anglican choral tradition
- Experience in creating theological content for a variety of audiences
- Experience in the use of a variety of digital platforms
- A fluent writer, with the ability to communicate theological concepts clearly, without loss of depth or nuance
- Excellent knowledge and experience with Microsoft Office software

### **Personal Attributes & Circumstances:**

- A practising Christian
- Gifts and experience in collaborative working
- A team-player who can also be self-motivating
- An entrepreneurial approach to identifying and developing opportunities
- Ability to develop good relations and influence people quickly
- Ability to thrive under pressure
- Sympathy with the mission of the Abbey
- Committed to the Abbey's values

### **Desirable:**

#### **Knowledge/Experience:**

- Higher degree/ doctorate in theology or a related subject
- Experience as a chorister/ church musician

*This Job Profile will be kept under review and may be amended by the Dean & Chapter from time to time. Any proposed changes will be discussed with the post holder.*

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# Working for us

## **Employment Status**

This post is permanent.

## **Salary**

The salary is up to £51,000 per annum.

## **Working Hours**

These are 40 hours per week. The normal arrangement of working hours is 9am to 5pm Monday to Friday.

## **Annual Holidays**

The full-time holiday entitlement is 31 days per annum, including recognised public holidays, rising to 33 days per annum in the fifth year of service.

## **Training**

On-site training will be provided in all aspects of the job. Any further training needs will be assessed through the probation period and in annual appraisals.

## **Pension Scheme and Life Assurance**

All employees can join a Group Personal Pension plan, where the minimum employee contribution is 3% and the maximum employer contribution is 9% (as determined by the level of the employee contribution). You will be auto-enrolled into our qualifying workplace pension scheme after 3 months, if you meet the eligibility criteria.

All employees are covered by death-in-service life assurance, whether or not they choose to join the pension scheme.

## **Staff Discount**

All employees receive a 20% discount on purchases from the Westminster Abbey shop and a 30% discount on purchases from the Benugo outlets, which serve refreshments.

## **Season Ticket Loan**

A season ticket loan is offered after satisfactory completion of a probationary period, repayable over 10 months.

## **Medical Insurance**

The Abbey will pay 50% of premiums to join a nominated medical insurance scheme after one year's employment.

## **Uniform**

If a uniform and/or Personal Protective Equipment (PPE) is provided, this must be worn at all times.

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# Equality Statement and How to apply

## Equality Statement

The Dean and Chapter aim at all times to recruit the person who is most suited to the job. Recruitment will be solely on the basis of the applicant's abilities and individual merit as measured against the criteria for the job. Qualifications, skills and experience will be assessed at the level that is relevant to the job.

Westminster Abbey strives to be an Equal Opportunities Employer, we know that there are areas we can improve, so we are strongly encouraging candidates of all different backgrounds and identities to apply. Diversity and inclusion in every sense are important to us and each new hire is an opportunity for us to bring in different perspectives. We are committed to building an inclusive and supportive environment for our staff to flourish and to deliver their best. As we are a living Church, you may notice that some of our roles, those specifically related to the Christian faith, have an occupational requirement to be a Christian. This is the case for this role; however, it does not take away our desire to be an inclusive employer and to avoid discrimination during our processes, rather, it is designed to enable the post-holder to do their role effectively.

Please return the Equal Opportunities Monitoring Form with your application. This will help us monitor our recruitment practice. The form will not be seen by the people making the selection decision.

## Safeguarding

Westminster Abbey is committed to the safeguarding of children, young people and adults at risk. To prevent them from harm, we undertake appropriate checks on staff and volunteers and require them to complete relevant safeguarding training. Offers are subject to a relevant level of criminal record check, receipt of references satisfactory to Westminster Abbey, right to work in the UK, proof of professional qualifications and medical clearance, which may include a medical assessment.

## How to Apply

Please complete our application form as CVs **will not** be accepted.

You are also advised to read the Job Description and Person Specification carefully and think about how your experience, skills and abilities help you to meet the requirements listed in the Person Specification. Use the 'Supporting Statement' section of the form to tell us how you meet each of the requirements. As well as your previous work experience (including a **full** career history of all employment), tell us about other relevant experience such as community and voluntary experience. Clear information on how you meet all the requirements of the job, with relevant examples, will help us with shortlisting, and we may not be able to shortlist you for interview if you do not provide this.

Please email your completed application to: [applications@westminster-abbey.org](mailto:applications@westminster-abbey.org).

**Applications should arrive no later than noon on 11 June 2024. Interviews are scheduled to take place on or after 28 June 2024.**

*We regret that, due to the large number of applications we normally receive, we may only be able to contact or provide feedback if you have attended an interview. We appreciate your interest in our work at Westminster Abbey.*