

The background image shows the interior of Portsmouth Cathedral, featuring high vaulted ceilings with Gothic arches, stone columns, and a large chandelier. A golden statue is visible on a pedestal in the distance. The lighting is warm and ambient.

PORTSMOUTH CATHEDRAL

Visitor Experience Manager Application Pack 2022

Introduction to the role and working at Portsmouth Cathedral

Thank you for your interest in becoming our first Visitor Experience Manager.

Our Vision and Strategy sets out ambitious plans to continue to be a focus of Christian worship in the Diocese of Portsmouth while increasing our impact as a community hub and improving our financial sustainability through commercial events and an enhanced visitor experience. We are a small, but dedicated team who are committed to both honouring our history and building to be an even stronger and more vibrant cathedral for the community.

You will be joining a team dedicated to building on the strengths of the Cathedral, but absolutely you will help to lead a change in how we are viewed in the wider community encouraging more people to visit our Grade I Listed building and interact with it and their history in new and innovative ways.

We aspire and are taking active steps to do much more to support the City, our fellow citizens, and local businesses. Over the past two years we have invested time and resource to enhance the Cathedral as a historic site and cultural venue in the heart of Old Portsmouth. We have:

- Created a virtual reality version of the Cathedral as it might have been completed in the 1960's with a concrete West End to give visitors a different view of us and our history that stretches back to 1182 – *What more could you do to help bring our history to life?*
- Just begun to work closely with the City on harnessing the possibilities presented by the growth of the small cruise ship sector over the coming years - *How could you help us to build that relationship?*
- Worked with local business to create a local historic trail map of local sites and businesses around Old Portsmouth ending at the Cathedral. – *What more could we do with these partners?*
- Hosted the first of an annual Christmas Gift Fair in December 2021, where we saw 2,500 people come into the Cathedral in two days whereas pre-Covid only 20,000 people visited the Cathedral each year – *What other new and innovative things can we do?*

But we have just begun! You will lead our efforts to transform the visitor experience.

I have been COO of the Cathedral for three years now and over that time I have led significant changes across all facets of our operations. I'm looking for a new member of that team to help us to continue to transform our Vision into a reality. Come join us. For an informal conversation about the post, please do not hesitate to contact me on richard.abraham@portsmouthcathedral.org.uk



The Very Reverend Dr. Anthony Cane
Dean of Portsmouth



Richard Abraham
Chief Operating Officer

Benefits of working at Portsmouth Cathedral include...

- Generous annual leave entitlement of 27 days per annum plus public holidays from the first year of employment (pro-rata for a part-time role)
- Generous employer pension contributions of 7.5%
- Flexible working arrangements considered including job shares.
- Commitment to professional development and training.

Visitor Experience Manager Job Description

Reports to:	Chief Operating Officer
Direct Reports:	Cathedral Shop Manager, the Head Guide and contracted staff (if required)
Indirect Reports	Internal and external partners, agencies, and suppliers.
Location of Role:	Under usual circumstances, the role is primarily based at Portsmouth Cathedral, but may require some travel. Some home working arrangements may be considered.
Hours	28 hours
Contract	Three year fixed term contract

Job purpose

Development and delivery of a high-quality visitor experience at Portsmouth Cathedral, raising the profile of the Cathedral and generating increased income to support its mission.

Key relationships

Key internal relationships

- The Dean and Ministry Team
- Head of Fundraising
- Digital Marketing Manager
- Events Manager
- Volunteer Coordinator & Records Management Assistant
- Shop Manager and Shop Assistants
- Finance Officer
- Office Manager and Dean's EA
- Head Verger and Precinct Manager
- Assistant Vergers and Precinct Officers
- Head Guide
- Cathedral Archivist
- Organist and Master of Choristers
- Other Cathedral staff and volunteers especially Welcomers and Guides.



Key external relationships

Local businesses and non-profit umbrella groups (e.g., Shaping Portsmouth and Portsmouth & District Business Strategy Group)

Local heritage sites (e.g., National Museum of the Royal Navy, the Mary Rose Trust, the D-Day Story, the Portsmouth City Museum)

Potential commercial and artistic partners (e.g., local music festivals, businesses, Love Southsea, Hot Walls Studios, Aspex Gallery, the cruise industry/ports of Portsmouth and Southampton)

Education partners and colleges

The Context

Over the past three to four years a transformation has been underway at Portsmouth Cathedral.

- Budget expenditure is being tightly managed, and we have taken active steps to improve our income. Much has been done, but much more is required especially in the face of 10% inflation
- We have and are continuing to transform what we do in the digital space and in how we plan and run commercial events.
- Our musical tradition is one of the best across the 42 English cathedrals and we are regularly heard on BBC Choral Evensong and the Sunday Service

Since 2021, we have been working with Tricolor, the award-winning heritage consultancy, who have worked with Durham Cathedral and Newport Minister on their major projects. Working with them we have developed “pen portraits” of people living within a 45 minute commute of the Cathedral. This information is helping us to better design programmes and to target marketing to attract individual and groups into the Cathedral. We are looking to the Visitor Experience Manager to help us to use this data to transform what we do in this area.

There is a small, dedicated budget of circa £10,000 per annum over each of the next three years to assist the post holder to make this transformation possible.

This post is funded through a three year grant from the Cathedrals Sustainability Fund. It is anticipated that this post will generate sums in excess of the salary and on-costs for this post in future years and therefore it will continue beyond the three years. It’s really up to the post holder working with colleagues and external partners to make this a reality.

Key responsibilities

Your overarching responsibility is to challenge us and to deliver.

- ✓ Challenge what we do currently – how could we do it better?
- ✓ Challenge us for the things we do not know we could do, but that could be transformative
- ✓ Deliver on those improvements to what we do
- ✓ Deliver on the new and innovative things that will transform the number visiting the Cathedral

The list of key responsibilities are as follows:

- Develop and implement a visitor experience plan
- Be responsible for setting up the programme of free and paid for guided tours
- Be responsible for organising and growing group tour bookings (marketing support will be provided by the Digital Marketing Manager)
- Be responsible for developing additional content for the Portsmouth Cathedral visitor app e.g., new digital self-guided tours (technical support will be provided by the Digital Marketing Manager)
- Devise and deliver more robust methods of recording visitor numbers
- Devise and deliver a system for receiving visitor feedback and implementing learnings
- Work with the Head of Fundraising to increase visitor donations
- Manage the Visitor Experience budget
- Be responsible for conducting Risk Assessments for any activities relating to Visitor Experience
- In collaboration with others, devise and prepare for the Cathedral's centenary celebrations and projects in 2027
- Oversee the operational aspects of cultural (non-commercial) and volunteer-led events e.g., art exhibitions
- Work in co-operation with the Shop Manager on shop volunteers and opening times
- Manage any future Visitor Experience apprenticeships or work placements at the Cathedral
- Undertake whatever other tasks the Chapter might reasonably expect

Person specification

Essential experience and skills

- Minimum three years' experience in a visitor experience role
- Experience of team and partnership working
- Excellent written and verbal communication skills
- Excellent organisational and administrative skills
- Ability to work under pressure
- Good understanding of the importance of managing security and health and safety IT and digital competencies

- An open and welcoming attitude to all including volunteers and members of the general public
- Willing to work alone
- Ability to work flexibly including some evenings

Desirable experience & skills

- Experience of an environment where paid and voluntary staff work side by side
- Working in the not-for-profit sector
- Familiarity with the Church of England
- Background in heritage interpretation
- Experience of managing budgets

Personal qualities

- Excellent interpersonal skills, in particular warmth, tact, diplomacy, discretion and imagination
- In sympathy with the ethos and aims of the Cathedral as a Christian organisation
- Highly collaborative
- Innovative and entrepreneurial
- At ease when working at a senior level and with the general public
- Committed to equal opportunities and inclusivity
- Committed to upholding the highest standards of safeguarding practice

Terms and Conditions of Appointment

- **Hours.** This is a 36-month contracted post of 28 hours per week normally worked over four days in the period between Monday and Friday each week, but work will regularly include evenings, weekends, and public holidays to fulfil operational requirements.
- **Salary.** The salary is in the range of £20,000-£22,400 (£25,000-£28,000 FTE) depending on skills and experience.
- **Pension.** Staff are eligible to join the Church Workers Pension Fund (contributory: employer 7.5%, employee 1% of gross salary).
- **Safeguarding.** The Cathedral takes the safeguarding of children and vulnerable adults very seriously and practises Safer Recruitment for all roles (both paid and voluntary), enhanced DBS for specific roles, and face-to-face or online training as required.

The Cathedral records and manages the checks and courses taken by staff and volunteers to ensure that DBS renewals take place and training is refreshed as required by each role.

For this role an enhanced DBS check will be required and on-line safeguarding training will be required. This training will be arranged and paid for by the Cathedral for the successful candidate

- **Data Protection.** Ensuring that the Cathedral collects, stores, and deletes information in compliance with current data protection legislation and retention guidance is important to us and the sign of a healthy organisation.

Staff and volunteers in certain roles will be required to complete GDPR/DPA on-line training to help ensure the Cathedral handles all personal and contractual data entrusted to it in a proper and legal manner.

For this role GDPR training to a Marketer level will be required. This training will be arranged and paid for by the Cathedral for the successful candidate.

- **First Aid Training** will be required. This training will be arranged and paid for by the Cathedral for the successful candidate.
- Other training will also be provided as required.
- The post will be subject to a three month probationary period, during which the appointment may be terminated by either party giving to the other one week's notice. Notice after the probationary period is two months by either side.
- The annual leave allowance is 25 days plus two 'given' days over Christmas to provide cover, and all statutory public holidays (which may need to be taken in lieu).
- The post is subject to informal and formal procedures for review and appraisal. Training and development are discussed as part of this process.

Other general terms and conditions of employment are set out in the Staff Handbook, which is issued to all Cathedral employees on appointment. A copy will be available for inspection at interview if requested.

Application process and Interview

For an informal discussion about this role please contact:

Richard Abraham, Chief Operating Officer,
richard.abraham@portsmouthcathedral.org.uk

For any questions regarding the application process please contact:

Liz Snowball, Office Manager and Dean's EA
liz.snowball@portsmouthcathedral.org.uk

Applications

Please submit your application via email to vacancies@portsmouthcathedral.org.uk or through Charity Job including:

- a CV (no longer than three sides of A4 with minimum font size of Arial 10);
- a supporting statement (no more than 2 sides of A4 with a minimum font size of Arial 10) setting out how you meet the essential and desirable experience and skills outlined in the person specification, what attracts you to the post and why you believe you are the right person for the role;
- Recruitment Monitoring Form,

The successful candidate will be asked to complete a Confidential Declaration as part of the process

Applications must be received by Tuesday, 20 September by 11:59pm. Late applications will not be considered

Late applications will not be accepted. Portsmouth Cathedral is an Equal Opportunities Employer and a member of Inclusive Church.

Interviews

Interviews will be held on Wednesday, 28 September 2022. Please let us know if that is not possible for you.

Interviews will be held in person at Portsmouth Cathedral. Reasonable travel expenses will be reimbursed