



PORTSMOUTH CATHEDRAL



Application pack for Marketing Apprentice



A message from the Digital Marketing Manager, & COO

We are pleased to be offering an exciting paid apprenticeship opportunity at Portsmouth Cathedral, offering a marketing qualification from HSDC college, over an initial contract period of 20 months. The role is ideally suited to an enthusiastic and dynamic candidate who is not only eager to expand their existing skill set but is also committed to developing new skills in the ever-changing and developing field of marketing. The position offers a multifaceted experience, providing opportunities to work across various mediums, including but not limited to copywriting, art working, and active involvement in the development of marketing campaigns and initiatives.

Portsmouth Cathedral has been on a transformative journey over the past five years, marked by a new Cathedral Vision and leadership, working towards creating a sustainable for future for the Cathedral. This journey is a testament to our commitment to growth, adaptation, and a forward-thinking in everything we do, from daily worship and prayer to innovative events and engaging visitor experiences. Joining our team, you will become an integral part of an expanding marketing team with several key-responsibilities on a day-to-day basis. You will also be working collaboratively alongside our events, visitor experience, learning, and liturgy teams, supporting myself and wider team in the delivery of campaigns and communications. We have a collaborative approach to projects, giving you a well-rounded experience of working within a dynamic place of worship, community hub, and historic cultural organisation.

We are looking for an individual who possesses a genuine passion for marketing and an innate curiosity for exploring new and emerging technologies. Our ideal candidate is someone with excellent communication skills, creative flair, and is keen to contribute to the innovative approaches to projects, events and campaigns, that we are cultivating here at Portsmouth Cathedral. This role will not only challenge you but also provide a fantastic opportunity for professional growth and development, with an accredited marketing qualification from HSDC. Across an 18-month period, you will work alongside professionals in their areas of expertise, who are dedicated to fostering an environment of continuous learning and development.

We believe that diversity and fresh perspectives drive creativity, and welcome candidates willing to bring ideas and unique insights to our team. If you are someone who thrives in a collaborative environment, values innovation, and is ready to make a meaningful impact, we look forward to receiving your application.

Please feel free to reach out if you have any questions or would like further information about the role, I would look forward to discussing the position further.

Kind regards,



Joseph Keele-Toms
Digital Marketing Manager



Richard Abraham
Chief Operating Officer

About the Cathedral and the role



Portsmouth Cathedral, is a place of worship, and a hub of diverse activities ranging from music, services, learning, and engagement, to hosting commercial events, innovative visitor experiences and much more. We are also a historic cultural visitor destination in Portsmouth, welcoming visitors from all faiths and none. To assist in the delivery of our ongoing marketing campaigns and communications, we are seeking a Marketing Assistant Apprentice to join our expanding team.

Job Summary

The Marketing Assistant Intern will work closely with the Digital Marketing Manager to support the development and execution of marketing strategies and campaigns. This role will involve a diverse range of tasks, including content creation both in print and online, basic art working and video editing, managing engagement via our social channels, and assisting with the day-to-day marketing requests from departments across the

Cathedral. The ideal candidate should be self-motivated, have a strong work ethic, and be eager to learn in a dynamic environment.

The apprenticeship includes an accredited marketing qualification from HSDC, with a learning programme delivered alongside the role over an 18-month period. The candidate will be required to complete this qualification as part of the apprenticeship role.

Reports to	Digital Marketing Manager
Indirect Reports	None
Location of Role	The role is primarily based at Portsmouth Cathedral but may require some travel on occasion. Some hybrid working will be considered.
Hours	35 hours per week (includes course time)

Key responsibilities

Marketing

Assist the Digital Marketing Manager in implementing and managing the Cathedral's marketing strategy.

Collaborate with internal colleagues to ensure effective marketing and communications of ongoing services, events and projects.

Create engaging content for digital marketing channels, including the website, social media, and e-newsletters.

Assist in the development of traditional marketing collateral, including brochures, flyers, posters, and advertisements.

Assist in tracking, analysing, and reporting on the impact and ROI of marketing activities using tools like Google Analytics and social media analytics.

Maintain the Cathedral's brand identity and ensure consistent internal and external communications.

Assist with content updates to the website including news and event listings.

Respond to inquiries received via social media channels.

Monitor and respond online reviews on platforms like TripAdvisor and address issues when necessary.

Assist with liaison between the Cathedral and local, regional, national, and specialist press and media and handling initial media inquiries.



General

Act as an ambassador for Portsmouth Cathedral, representing our values and mission at various events.

Undertake administrative tasks as needed to support the marketing efforts.

Adhere to Portsmouth Cathedral's policies and procedures, including Safeguarding, Health and Safety, Equal Opportunities, and Confidentiality.

Be open to performing other duties as directed by the line manager.

Willingness to work some weekends and evenings as required.

Skills and Qualifications

Essential:

- A minimum of five GCSEs at grade 4 or above including English language.
- Comfortable working in a faith-based organization and supportive of its Christian values.
- Effective communication skills, including excellent writing, copywriting, and proofreading.
- Strong project management abilities.
- Good evaluation and analytical skills.
- Ability to build positive relationships, collaborate effectively, and work independently.
- Self-motivated, detail-oriented, and IT-literate, with experience in Microsoft Office.
- Problem-solving skills and the ability to find innovative solutions.
- Confident, positive, and energetic with a can-do attitude.

Desirable:

- Understanding of Adobe Creative Suite including InDesign, Illustrator and Photoshop.
- Understanding of website content management systems (Wordpress/Squarespace), including CRM systems.
- Experience in working with volunteers or in a volunteer organisation.

This apprenticeship opportunity will provide valuable experience and a unique opportunity to learn and develop skills within a busy community organisation. We encourage candidates who are passionate about marketing across various mediums from print to digital, to apply.

Application process and interview



Please submit your application through Charity Job, linked from the job listing on our website. In this application please ensure to provide the following...

- an application form;
- a covering letter 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;
- A portfolio of your past work, whether professional or personal.
- Diversity Questionnaire to vacancies@portsmouthcathedral.org.uk.

Candidates invited to interview will be asked to complete a Confidential Declaration as part of our Safer Recruitment process.

Applications must be received by 26 February 2024, by 11:59pm. Late applications will not be considered.

Portsmouth Cathedral is an Equal Opportunities Employer and a member of Inclusive Church.

Interviews

Interviews will be held in early March 2024, in person, please let us know if that is not possible for you. Reasonable travel expenses will be reimbursed.

For further information or questions

For an informal discussion about this role please contact:

Joseph Keele-Toms

joseph.keele-toms@portsmouthcathedral.org.uk

or

For any questions regarding the application process please contact:

Liz Snowball, Office Manager and Dean's EA

liz.snowball@portsmouthcathedral.org.uk

Terms and conditions



- **Hours.** This is an 20-month contracted post of 35 hours per week normally between Monday and Friday each week, but work will include evenings, weekends, and public holidays to fulfil operational requirements.
- **Salary.** The salary is £6.40 per hour. Apprentices are entitled to the apprentice rate if they're either:
 - aged under 19
 - aged 19 or over and in the first year of their apprenticeship
 - After the first if aged 19 or over, salary will increase to the current minimum wage at that time.
- **Employment is subject to enrolment upon Multi-Channel Marketing Course, accredited by HSDC.**
- **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. In addition to the enhanced DBS check 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. For this role GDPR/DPA on-line training, arranged and paid for by the Cathedral at Practitioner level will be required.
- **Probation.** The post will be subject to a two-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 one months by either side.
- **Annual Leave.** The annual leave allowance is 25 days plus two 'given' days over Christmas to provide cover, and all statutory public holidays.
- **Training and Development.** The post is subject to informal and formal procedures for review and appraisal. Training and development time will be included within the contracted hours, accredited by HSDC College.
- **Health Cash Plan.** The Chapter offers staff membership of a Classic Health Cash Plan provided by Health Shield. Full details are available on request.
- **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.**

