



# Head of Programming & Visitor Engagement

Recruitment Information Pack  
February 2025



CHELMSFORD  
CATHEDRAL

## JOB DESCRIPTION

Job Title: Head of Programming & Visitor Engagement

Reports to: Chief Operating Officer (COO)

Line Manages: Events Manager, volunteer stewards

Key Relationships: Dean, COO, Events Manager, Vergers, Property team, Chief Finance Officer, Communications and Marketing team and volunteers

Salary: £38,000 p.a.

Hours of work: Normally 35 hours per week (excluding lunch breaks and dependent on seasonal requirements). The Cathedral is open seven days a week and the postholder will need to be available to work some weekends and evenings. It is expected that the postholder will establish a core working pattern, known to the management and staff team, with flexibility for supporting events outside normal working hours.



# HEAD OF PROGRAMMING & VISITOR ENGAGEMENT



## OVERVIEW

This is a new and hugely exciting role at Chelmsford Cathedral to support the strategy and vision of senior leadership under our new Dean, Jessica Martin. The post offers the opportunity to provide energetic and creative departmental leadership to enable us to deliver a rich programme of cultural events that will support our mission, vitalise our community engagement and generate income from our visitors and audiences. We are committed to providing not only a cultural venue for Chelmsford, but to transforming the Cathedral into a heritage site and cultural hub for the whole Diocese across Essex and East London, and as part of a community of Anglican Cathedrals nationally.

The Cathedral welcomes 40,000 walk-in visitors each year. We derive important income from our visitors and although we do not charge for entry, we rely on visitor donations and ticketed events for a large part of our income generation. Projects in 2025 and 2026 will include delivery of a programme of events to support the Luke Jerram installation “MARS: War and Peace” over a three-week period in October and a Luxmuralis event in early 2026.

The postholder will work with colleagues to develop a Programme Plan that integrates the arts, mission, welcome and heritage interpretation. They will be responsible for the planning and delivery of cultural and other visitor events and exhibitions, ensuring that they are delivered safely and within budget. The postholder will be the point of contact for ticketing platforms connected to these events.

They will lead, in liaison with the Communications and Marketing team, on the collection of data to support our cultural offer and visitor experience and to help grow our audience. They will also contribute to the development of new interpretation strategies and materials as well as developing a cohesive merchandise offer to support events and exhibitions.

The postholder reports to the COO and will be responsible for the line management of the full time Events Manager, who is responsible for booking and delivering a range of commercial and private hire events in the Cathedral space. They will also work closely with the team leader of the dedicated “Purple T” volunteer stewards to deliver events safely.

The Cathedral places the highest importance on providing a high quality of welcome to everyone. The postholder will therefore work with the team leader of volunteer stewards and the Volunteer Manager (when recruited), to grow and train welcomer and stewarding teams who can offer a warm and welcoming experience for visitors.



# CHELMSFORD CATHEDRAL



## CONTEXT

Chelmsford Cathedral, the Cathedral for the Diocese of Chelmsford, stands at the very centre of the county of Essex. As well as serving the whole of that richly diverse county, it also serves East London. A parish church Cathedral (it acquired Cathedral status in 1914), the building is 13th Century; but its interior, vividly and creatively reordered in the later twentieth century, glows with a vivid clarity of rare colour and warmth. It has been described as a “jewel box of contemporary art” - from the haunting and sombre external sculpture of St Peter by Thomas Huxley Jones to the green and gold of Mark Cazalet’s Tree of Life mural; from the bright ordered geometry of Beryl Dean’s patchwork at the East end of the Chancel to the stark glass etching of St Cedd in the chapel dedicated to him in the north-west corner.

At the heart of both city and county, the Cathedral is a hub for a rich variety of community activity. It’s a space for refreshment, respite and prayer for hundreds of people every day passing through its grounds. It’s a gathering place for schools, for civic events and services (such as the Justice Service and the Mayor’s annual service), for diocesan occasions such as ordinations; and, of course, the great Feasts of Christmas and Easter, where the intimate space of one of England’s smallest Cathedrals is crowded out. Its congregation is thriving and diverse, with a lively junior church, and its liturgical and musical life is flourishing, with a rapidly growing choir of young choristers (boys and girls) as well as adult singers.

The Cathedral is growing its appetite for curating, hosting and theming a variety of cultural and educational events such as concerts, lectures and exhibitions. It is scoping its potential for social action in a busy city where a variety of need presents itself almost daily. And underpinning all that the Cathedral does are the daily services of prayer, song and communion, praying for a city, county, diocese and world in need of peace and compassion.



# ROLE DESCRIPTION



## PRINCIPAL TASKS

### Programming

- Working with the Dean, Chief Operating Officer and the Programming Group to plan, develop and deliver a creative programme of cultural and educational events, lectures and exhibitions across the year taking into account the shape of the liturgical year, school term and holiday time patterns.
- Taking part in the monthly Programming Meeting where the year's programme is discussed and agreed.
- Managing the Cathedral's diary system and, in liaison with other colleagues, ensuring that all diary entries are made in a timely manner with full and accurate information.
- In 2025, with the COO and CFO, steer the improvement, development and/or replacement of the Cathedral's current diary system to ensure its optimum functionality to support the Cathedral's life.

### Visitor Engagement

- Researching, planning, and delivering a programme of events, lectures and exhibitions in line with the strategic plans of the Cathedral and the work of the Programming Group.
- Planning temporary exhibitions from visiting artists.
- Developing and growing our guided tour offering to ensure the Cathedral as a destination for individuals and tour groups.
- Ensuring that the signage around the Cathedral is appropriate and engaging and that the Cathedral and all visitor information is accessible to all.
- Ensuring that events and engagement programmes reflect Chelmsford Cathedral's belief in the importance of diversity.
- Engaging with key stakeholders and target markets to build our audience.
- Researching opportunities for working with the local community and developing events in conjunction with organisations that share our values and interests.
- Setting up systems to capture data about visitor numbers, demographics, spend per visitor, and other key performance indicators.
- Delivering income targets for pre-booked tours and for donations from visitors.

### Merchandising

- Working with the Communications and Marketing team and COO to develop and deliver a strategy and plans for merchandising for events and exhibitions.

# ROLE DESCRIPTION



## PRINCIPAL TASKS

### Budget management

- Managing and monitoring departmental budgets, working with agreed spending and income targets and providing regular financial reporting to the COO and CFO.

### Staff and volunteer management

- Managing the Events Manager, volunteer stewards and tour guides, including recruitment and appraisals.
- Ensuring all events and visitor engagement staff (paid and voluntary) are appropriately trained in customer service, security and health & safety matters.
- Working alongside the Volunteer Manager (when recruited) to ensure staff and volunteers meet expected customer service standards for all Cathedral visitors and tour groups.

### Meetings and general

- Organising and leading regular departmental and team meetings.
- Attending and noting the monthly Programme Meeting with the Dean, COO and Programming Group.
- Attending and noting the fortnightly Permissions Meeting with the Dean, COO and other senior members of the Cathedral staff team to plan and agree diary entries.
- Attending the fortnightly Operations Diary Meeting with other department colleagues to check operational smooth running of the diary.
- Attending Health & Safety meetings as required.
- Attending the three-weekly all-staff meetings.
- Being available for occasional evenings and weekends for which time off in lieu will be awarded.
- Assisting us in our sustainability goals by contributing to the promotion of our sustainability vision, aims and activities to visitors, and championing them with the Visitor Engagement team to help us maintain our Eco Church Gold Award.
- Performing such other duties as are reasonably requested by the COO.

# PERSON SPECIFICATION



This section outlines the requirements and qualities the postholder needs in order to fulfil the role. These are divided into 'essential' and 'desirable' criteria. Essential criteria are those that the postholder must have in order to perform the role. Desirable criteria are those qualities that would be either useful, an advantage or preferable to have in order to perform the role.

## Essential

- Proven track record of organising and delivering successful events in a visitor attraction setting.
- Knowledge of and sensitivity towards working within heritage sites.
- Experience of managing a small team of staff and able to lead a team through a period of change.
- Knowledge and awareness of relevant souvenirs and gifts.
- Knowledge of marketing visitor attractions and how to build visitor numbers and reach wide audiences.
- Excellent customer service skills.
- Proven experience in meeting challenging income targets.
- Good communication skills, both written and oral.
- A good team player with ability to relate equally well to paid and voluntary staff.
- Able to work under pressure.
- Able to demonstrate sympathy with the aims and objectives of Chelmsford Cathedral and the Christian faith (although we welcome those of all faiths and none on our team).
- Proficient in the use of the Microsoft Office suite and experience with complex diary management and CRM software.

## Desirable

- Experience of working in an environment where paid and voluntary staff work side by side.
- Proven experience of managing budgets.
- Working knowledge of health and safety regulations surrounding event delivery, including writing risk assessments.
- Knowledge of GDPR and safe handling of data.
- Experience of managing large-scale ticketing via an online box office website (Eventbrite).



# ADDITIONAL DETAILS

## DATA PROTECTION

Information provided by you as part of your application will be used in the recruitment process. Any data about you will be held securely, with access restricted to those involved in dealing with your application and in the recruitment process. Once this process is completed, the data relating to unsuccessful applicants will be stored for a maximum of six months and then destroyed. If you are the successful candidate, your application form and cover letter will be retained and form the basis of your personnel record. By submitting your application form you are giving your consent to your data being stored and processed for the purposes of the recruitment process, equal opportunities monitoring and your personnel record if you are the successful candidate.

## SAFEGUARDING

Chelmsford Cathedral is committed to the protection, safeguarding, care and nurture of all children and vulnerable adults within the church community. Our Safeguarding policy complements and is compliant with the Church of England's safeguarding policy statement for children, young people and adults, 'Promoting a Safer Church' (2017).

## EQUALITY, DIVERSITY AND INCLUSION

At Chelmsford Cathedral we believe in a Church that welcomes and serves, celebrates and affirms all people; and does not discriminate on the basis of age, disability, ethnicity, gender, gender identity or sexuality. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone. The Cathedral recognises the benefits of a diverse workforce and is committed to providing a working environment that is free from discrimination. Chelmsford Cathedral will seek to promote the principles of equality and diversity in all its dealings and all employees and those who act on the Cathedral's behalf are required to adhere to this policy.

## ACCESSIBILITY

If you require any reasonable adjustments to be made for you to attend the interview, please let us know.



# APPLICATION

To request an initial discussion about the role with our COO Justine Horseman Sewell, please email [samantha.hughes@chelmsfordcathedral.org.uk](mailto:samantha.hughes@chelmsfordcathedral.org.uk) or call 01245 294483.

## APPLICATION PROCESS

Please complete the Application Form with reference to the above role description and person specification.

**Applications should be returned to Samantha Hughes at [samantha.hughes@chelmsfordcathedral.org.uk](mailto:samantha.hughes@chelmsfordcathedral.org.uk)**

The deadline for applications is 9am on Friday 7th March.

Interviews will be held at Chelmsford Cathedral on dates to be advised. More information about the process will be provided to the shortlisted candidates nearer the time.

The successful candidate will be offered the post conditionally until all Safer Recruitment checks are completed satisfactorily. This post is offered with a six-month probation period.





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