



# Application Pack

**Ref: WA371**

**Senior Digital Product Manager**

**Salary £55,000 per annum**

**Full-time - Permanent  
40 hours per week**

**Advert Date: 18 December 2024**

**Closing Date: 10 January 2024**

**Westminster Abbey**



# Contents

- About Westminster Abbey
- Job description and Person Specification
- Working for us
- Equality statement
- Safeguarding
- How to apply

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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 care for the precious resources entrusted to us: our people, partnerships, buildings, heritage and money.

## **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 Their Majesties The King and Queen, 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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# An introduction from the Head of Communications and Digital



This is an exciting new role in the Abbey's Communications and Digital Department. We are responsible for external communications, internal communications and all digital activities.

You will oversee the Westminster Abbey website, including: development work from agencies and contractors, monitoring, hosting and maintenance, creating the roadmap and ensuring content is regularly updated by Abbey departments.

In addition, you will provide technical input and development support for the Abbey's new SharePoint intranet and product management for the Abbey's new multimedia guide app. Alongside this, the successful candidate will consider how we maximise the CRM for Communications & Digital activities and make best use of the email management tool (Mailchimp). The postholder will also monitor analytics, produce insights and share recommendations for the Abbey's website, intranet and app.

The role is part of the Digital Abbey programme, which aims to share more of our worshipping life, history and heritage across our website, social media channels and other digital platforms. Lots of progress has already been made and we have ambitious plans for the years ahead.

We are looking for someone who will be inspired by our history and heritage and our role in national life, and have sympathy for the Christian faith. You will be joining a community of staff and volunteers with roles as varied as librarian, stonemason, priest, gardener and security guard to name but a few, and we are fortunate to work in a beautiful setting with dedicated colleagues who look after each other and take exceptional pride in what they do.

Thank you for taking the time to consider applying for this role and please do [email me](#) if you have any questions.

**Adrian Harris**

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# Job Description

**TITLE:** Senior Digital Product Manager

**ACCOUNTABLE TO:** Head of Communications and Digital

**KEY RELATIONSHIPS:** **Internal:** Communications & Digital team, Visitor Experience, Westminster Abbey Enterprises Ltd, Legal Secretary, IT and other teams as required.

**External:** Agencies, developers and third-party contractors.

**JOB SUMMARY:** This is a new role in the Abbey's Communications and Digital Department. You will be responsible for the Westminster Abbey website, including: overseeing development work from agencies and contractors, monitoring hosting and maintenance, creating the roadmap and ensuring content is regularly updated by Abbey departments.

In addition, you will provide technical input and development support for the Abbey's new SharePoint intranet and product management for the Abbey's new multimedia guide app, how we use the CRM for Communications & Digital activities and email management tool (Mailchimp).

The role holder will also monitor analytics, produce insights and share recommendations for the Abbey's website, intranet and app.

**BACKGROUND:** This key role supports and helps lead the Digital Abbey programme, which aims to build a global audience to share more of our Christian life, history and heritage across the website, streaming activities, social media channels and other digital platforms. Lots of exciting progress has already been made and we have ambitious plans for the years ahead.

This position is based in the Communications & Digital Department, which is responsible for external communications, internal communications and all digital activities.

## **MAIN DUTIES AND RESPONSIBILITIES:**

### **Abbey website and intranet (AbbeyNet) Management**

- Manage and update the Abbey's website and be an ambassador for its use across the organisation.
- Oversee the process to regularly audit website and intranet content, ensuring each section has an owner and pages are frequently refreshed.
- Manage the website and intranet agencies, monitor the budget, oversee the development roadmap

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and deliver against the Communications & Digital department's strategic objectives.

- Oversee and support departmental website users and provide training, as needed.
- Ensure the style guide is applied consistently across website content.
- Work with the Digital Content Managers to create dynamic and engaging website content. Suggest ways to improve pages year-on-year.
- Liaise with IT and relevant preferred suppliers on hosting, security, development and regulatory changes.
- Co-lead the development of the new intranet with the Internal Communications Manager, working collaboratively with the IT Department, who will provide technical oversight, and relevant external organisations.
- Identify opportunities across Communications & Digital to share the output of the department in new and engaging ways. This includes video, social media, audio and other content, as well as publications like the Abbey Review and Annual Report.
- Liaise with the Ecommerce Manager, who oversees the online shop.

### **Abbey app**

- Work closely across Communications & Digital and the Visitor Experience departments on the development of a new app, building on the [existing product available](#) in the iOS and Android stores.
- Provide product management support to the company who develop the app.
- Oversee how new content and functionality will be applied to the multimedia guide.
- Manage the app development roadmap.

### **CRM and email management**

- Consider and oversee how Communications & Digital make best use of the Abbey's Dynamics CRM, working closely with colleagues in IT. Ensure data from across the organization is fed into the CRM in a coherent and joined up way, allowing the Abbey to communicate with key audiences with greater consistency across our channels.
- Manage our email distribution platform, Mailchimp, liaising with colleagues across the Abbey.

### **Analytics, insights and other key areas**

- Implement heatmapping and analytics software across the website and intranet, providing insights on how the channels could be improved.
- Use analytics and insights to highlight future opportunities to develop content and functionality.
- Write regular reports and feed back to the Comms and Digital team, governance groups and senior members of staff.
- Ensure accessibility and good design/UX is a primary consideration for the Abbey's digital channels.
- Liaise with the IT Department on relevant projects requiring technical collaboration.
- Monitor and react to developments in digital and web technology.
- A key member of the Digital Abbey programme group.
- Undertake any other task appropriate to this job function as directed by the Head of Communications and Digital.

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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 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 and Experience

- Educated to at least 'A' Level standard
- An understanding of, and experience utilising, different website project management tools.
- Demonstrable experience or qualifications in product management of websites and/or apps.

### Skills and Knowledge

- Managing digital agencies and third-party contractors.
- An understanding of the Google suite, including Analytics and Tag Manager, and use of other tools to identify opportunities for site improvement.
- An understanding of analytics for social channels, including X, Facebook, Instagram and LinkedIn. Experience of other third-party metric tools.
- Knowledge of how to implement good accessibility and design into digital products.
- Experience working with HTML and CSS.
- Understanding of agile methodologies.
- Able to work on own initiative and prioritise workload to successfully meet deadlines.
- Able to work in a busy and fast-paced environment.
- Excellent communication skills, with an excellent command of written English; the ability to write compelling copy for web, e-mail and social media.
- A keen eye for detail and excellent administrative skills.
- An understanding of the unique setting at Westminster Abbey – a major visitor attraction and working church.
- Understanding of Microsoft Dynamics CRM and Mailchimp.

### Personal Attributes

- Ensure good cross-departmental collaboration across all areas of your work.
- The ability to work well in a team.
- Ability to convey complex or technical information in a simple and concise manner.
- Ability to develop good relations and influence people quickly.
- A sympathy with the mission of the Abbey and its role as a Christian church.

## Desirable

- Experience managing app development.
- Experience of SharePoint or other industry standard intranet platforms.
- An understanding of SEO and optimising for natural search and digital paid advertising
- An understanding of relevant email marketing legislation including GDPR.

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# Working for us

## **Employment Status**

This post is permanent.

## **Salary**

The salary is £55,000 per annum Salary is reviewed annually.

## **Working Hours**

These are 40 hours per week. The normal arrangement of working hours is 9am to 5pm Monday to Friday however the postholder will be required to work hours that suits the needs of the organisation.

## **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.

We will ensure that our shortlisting, interviewing and selection procedures avoid discrimination in any way, including on grounds of age, disability, gender, marital status or civil partnership, race, nationality or ethnic origins, religion or belief and sexual orientation.

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 12 noon on 10 January 2025. Interviews are scheduled to take place on 23 January 2025.**

*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.*