



Application Pack

Ref: WA369

Marketing and Insights Manager

Salary £53,805 per annum

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

Advert Date: 18 December 2024

Closing Date: 10 January 2025

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 21st 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 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.

An introduction from the Head of Events and Marketing



Imagine playing a key role in shaping the future of one of the world's most iconic landmarks. Westminster Abbey, a place of profound history and global significance, is looking for a dynamic and skilled professional to join its Events and Marketing team. We are excited to announce a newly-created role for a **Marketing and Insights Manager**, who will lead offline marketing campaigns to increase visitor numbers especially in the quieter months and elevate the Abbey's global presence.

This role offers the unique opportunity to blend heritage with innovation. You'll be responsible for overseeing marketing strategies that reach millions, managing the marketing budget, and collaborating with both internal teams and external partners. By leveraging audience insights, you'll optimise campaigns that engage, inspire, and drive results. The Marketing and Insights Manager will play a crucial role in shaping the Abbey's marketing efforts during key periods, amplifying our message to a global audience.

You will join a team of passionate staff and volunteers across the Abbey, whose roles range from librarian and gardener to priest, carpenter, and security guard. Together, we work in a beautiful setting, united by a deep sense of pride in what we do and a commitment to supporting one another.

If you're passionate about marketing, data analysis, and delivering impactful strategies—and eager to contribute to the legacy of this historic institution—this is your chance to make a meaningful difference.

Thank you for considering applying for this exciting opportunity.

Lorraine Rossdale

Job Description

JOB TITLE:	Marketing and Insights Manager
DEPARTMENT:	Events and Marketing
POST REPORTS TO:	Head of Event Management and Marketing, with a dotted line to the Head of Communications and Digital
KEY RELATIONSHIPS:	<p>Internal: Institute Team, Engagement and Communications & Digital colleagues; Retail colleagues; Digital Steering Group members and other colleagues across the Abbey.</p> <p>External: Audiences and delivery partners across the teams' remit that this role supports.</p>
JOB SUMMARY:	<p>This is a newly-created role within the Events and Marketing department. The post holder will set the budget and execute, manage and measure the impact of the overall B2B and B2C offline marketing strategies to drive visitors to the Abbey in the shoulder periods. Internally, they will work with a number of departments including the incumbent caterer and externally, with a range of partners such as travel trade and tourism organisations. They will commission and interpret research, working with colleagues to develop promotional activities and they will help the Abbey identify engage with new audiences.</p>
BACKGROUND:	<p>Westminster Abbey is both a place of daily worship and 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 approximately 300 employees and a greater number of volunteers.</p> <p>Events and Marketing at the Abbey oversees non-digital marketing activities, special services within the Abbey, corporate hospitality, and the Abbey's membership scheme; the Association.</p>

MAIN DUTIES AND RESPONSIBILITIES

- Develop, implement and evaluate innovative traditional marketing campaigns.
- Collaborate with Communications & Digital, the Institute, Engagement and other Abbey teams to design integrated marketing campaigns.
- Effective management of offline marketing budgets ensuring optimum value for money to maximise ROI.
- Monitor campaign performance and adjust strategies as required to achieve KPIs.
- Work with the travel trade and tourism organisations on adhoc campaigns throughout the year.
- Collaborate with cross functional teams including the incumbent caterer to commission promotional activities, measuring and reporting on the impact.
- Timely evaluation of all off-line marketing activities in collaboration with the Communications and Digital Department
- Lead on the development of audience data, segmentation and targeting across the breadth of Abbey audiences
- Utilise and enhance existing research to identify ways to apply insights.
- Audit and report on current audience data (BDRC and Avius), identifying trends and gaps in insight for improvement.
- Develop dashboards and reports showing insights and communicate findings in a timely manner
- Support colleagues to segment, prioritise and target specific audiences based on insight. Identifying ways to use and build on the recently created visitor personas. Identify non-participating groups to inform future strategy.
- Work closely with colleagues across teams to realise and embed consistent approaches to gathering audience insights.
- Use insights to define offline marketing strategies
- Ensure all research, audience, and evaluation data is used, stored and deleted in accordance with relevant legislation.
- Monitor and report the impact of current programmes activities on the participation of key audience groups creating insight-led strategies to maximise the Abbey's reach and impact in line with its strategic priorities. Collaborate with colleagues across the Abbey to share good practice, lessons learned, and test ideas.
- Build relationships externally, participating in ALVA, London and Partners and other sector marketing groups, and keeping up to date with external trends, developments and best practice.
- Act as key member of the digital Abbey programme group to keep abreast of activities
- Carry out other tasks and responsibilities commensurate with the role as requested.
- Support the Head of Event Management and Marketing, and the Visitor Experience and Communications & Digital Departments with the development and implementation of the end-to-end customer journey.

This is not intended as an exhaustive list of duties or a restrictive definition of the post but rather should be read as a guide to the main priorities and typical areas of activity of the post-holder.

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 (including the relevant level of criminal record check) on staff and volunteers and require them to complete relevant safeguarding training. This post requires a basic level criminal record check.

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

Skills and Knowledge

- Proven experience in developing and implementing offline marketing campaigns aimed at brand awareness, customer engagement and sales growth
- Proven experience in creating marketing copy for a range of audiences, tailoring content and approach
- Experience of working with a media buying agency to identify optimal media placements
- An understanding of best practice in the development of effective campaigns and how insight can complement and enhance them
- Demonstrable audience insight and data analysis skills in a relevant environment
- Strong budget management experience
- Experience in cross departmental working
- Attention to detail with excellent administrative skills
- Excellent communication and presentation skills with the ability to translate data into compelling narratives
- An understanding of the unique setting at Westminster Abbey – a major visitor attraction and working church

Personal Attributes

- A team player
- Ability to forge good relationships and influence people
- Solutions and delivery-focused, able to respond creatively to challenges and opportunity
- A sympathy with the mission of the Abbey and its role as a Christian church

Desirable

- Experience of working with sector marketing groups

Working for us

Employment Status

This post is permanent.

Salary

The salary is £53,805 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.

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.

Applications should arrive no later than 12 noon on 10 January 2025. Interviews are scheduled to take place on 21 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.