**Job Title: Head of Communications**

**Responsible to: Director of External Relations and Visitor Experience**

**Overall Purpose and summary of role**

This post is responsible for overseeing and developing the Cathedral’s communication and marketing strategies. The postholder will work with the Director to provide advice on media management particularly in respect of the Cathedral’s reputation. They will advise senior staff on strategy and may also deputise for the Director if required.

**Principal Responsibilities:**

* Through effective management of the Marketing and Communications team, ensure all Cathedral communications align with the Cathedral’s strategic priorities and values, working towards greater engagement with a more diverse audience across all aspects of Cathedral life, while supporting the generation of income.
* Maintain a positive public profile for Salisbury Cathedral through hands on proactive and reactive media management.
* Ensure effective use of all communications channels for both PR and Marketing, being alert to changes in the media and communications landscape and ensuring, through monitoring and evaluation, the effectiveness of different channels and methods.

**Public Relations**

* Manage the Cathedral’s response to all media enquiries, provide strategic communications advice in conjunction with the Director of External Relations as necessary, and brief staff to speak as required.
* Maintain and foster relationships with journalists in different areas of the media, creating and responding to opportunities for stories about the Cathedral’s life and work.
* Ensure PR coverage both supports the Cathedral’s vision and values and specific organizational strategies e.g. recruitment, fundraising, visitor marketing, collaborating with colleagues as necessary.
* Respond swiftly to communication issues carrying reputational risk, in collaboration with the Director of External Relations, advising senior colleagues as necessary.
* Actively seek out, research, write, pitch and issue information to media - press releases, pre- and post-event information, placing features in online and offline publications.
* Respond to incoming media enquiries and foster good relationships with journalists, photographers, press agencies etc
* Collaborate where appropriate with PR teams in partner organisations including the Salisbury Diocese, Church of England Communications, Salisbury Cathedral School and partner organisations in the city of Salisbury.
* Arrange and manage press calls/events, briefing and overseeing photographers as necessary.
* Host and support broadcast film companies, in conjunction with Cathedral Events team.
* Ensure the maintenance of a comprehensive database of media contacts.
* Use Cathedral media monitoring service to evaluate effectiveness and report as required.
* Work with colleagues to ensure effective internal communication with staff, volunteers and congregation.

**Marketing**

* Strategic oversight of the Marketing team, ensuring that the Cathedral’s PR and marketing are aligned, complementary and working to achieve the Cathedral’s strategic objectives.
* Collaboratively develop and lead the implementation of a successful communications and marketing strategy to support the Cathedral’s Strategic Plan 2024-2029.
* Ensure the creative use of different communications channels and methodologies, using data and insight to drive a culture of continuous improvement.
* Work with the Marketing Manager, Chief Financial Officer and Director of External Relations and Visitor Experience to provide annual budgets and plans, supporting the development and embedding of meaningful KPIs for the department, and advising on future priorities.
* Working with the Director of External Relations and Visitor Experience, ensure the Cathedral maintains and develops its relationships with key stakeholders and local organisations e.g. Salisbury BID, Experience Salisbury, Salisbury City Council, Stonehenge/English Heritage, Visit Wiltshire, Wiltshire Creative, Salisbury & South Wiltshire Museum, among others.

**Team Management**

* Leading, coaching and managing staff and volunteers to support overall objectives.
* Direct line management of Marketing Manager and oversight of team.

**Safeguarding**

Salisbury Cathedral is committed to safeguarding and safer recruitment practices and expects all at the Cathedral to share this commitment. Report, as required, any safeguarding concerns related to children, young people, or vulnerable adults in accordance with agreed policies and procedures and ensure the work of the department is conducted in accordance with these policies.

The postholder will be expected to advise on communications relating to safeguarding matters if and when required.

**Equality Diversity and Inclusion**

Work with colleagues to ensure the Cathedral’s commitments to equality, diversity and inclusion are met and maintained, as they relate to the work of the department, supporting the organisation’s Action Plan as required.

**Health and Safety**

Work with colleagues to ensure the Cathedral’s health and safety commitments are met and maintained, particularly as they relate to the work of the department.**Person Specification – Head of Communications**

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| **Essential**  | **Desirable**  |
| Educated to degree level in a relevant subject  |  |
| Extensive experience at a senior level in a communications/PR roleExperience of developing and implementing a multi-channel communication or marketing strategyCrisis communications experienceSound knowledge of copyright, data protection and journalistic lawComprehensive understanding of current media and PR developments.Strong track record in building successful external relationships. | Experience within an organization that is prominent in its community and regularly engages with the publicExperience of working in the tourism/cultural/not for profit sectorsJournalistic experience Digital media experience |
| Strategically focused with experience of planning based on knowledge and insightProactive, able to create and make the most of opportunitiesFlexible and creative approachExcellent oral and written communication skillsExcellent relationship building and interpersonal skillsExcellent project management and time management skillsGood IT and administrative skills | Understanding of photography, video editing |
| Able to work autonomously while leading and inspiring a teamAble to think on your feet, be calm and authoritative and maintain high standards of judgement and behaviour under pressureTenacious, motivated and positive, while encouraging and supportive of others.Understanding of and willingness to promote the aims and purposes of the Cathedral, its mission and ministry. |  |