
Westminster Abbey



Adult Engagement Manager (Maternity Cover)

Job description and person specification



Job description

JOB TITLE:	Adult Engagement Manager (Maternity cover)
DEPARTMENT:	Engagement
POST REPORTS TO:	Head of Engagement
ACCOUNTABLE FOR:	Engagement Apprentice, Adult Engagement Officer
KEY RELATIONSHIPS:	Internal: Visitor Experience Team, Community Engagement Manager, Learning and Development Manager, Volunteers, Public Engagement Group, Events & Marketing and Communications & Digital teams. External: Visitors, community partners, facilitators and leaders of external organisations organising events and visits.
JOB SUMMARY:	Our public programmes and community projects prioritise connecting with new audiences and creating new opportunities for community participation and collaboration. In line with the content and social engagement strategies, the Adult Engagement offer focuses on broadening access and deepening public understanding of the memorials in the Abbey. This post is responsible for strategic development and managing delivery of an active public programme which includes tours, talks, late opening and specialist activities to enable access to the Abbey. They will also forge relationships with organisations to bring them into closer community with the Abbey through our almonry, services and memorialisation programmes. They work in conjunction with other teams across the Abbey as part of a Public Engagement Programming group.
BACKGROUND:	Westminster Abbey is both a place of daily worship, and is 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 360 employees and a greater number of volunteers. The Engagement department offers opportunities for visitors to engage with the Abbey's core purpose to national and international audiences through accessible public programming; community partnerships; and social engagement projects, including working with the Abbey's Almoner.

MAIN DUTIES AND RESPONSIBILITIES:

- Manage the development and delivery of the programme of events, talks and tours for a diverse range of audiences in line with the Abbey's mission and values and within agreed content themes. This will include:
 - Developing and delivering a plan to evaluate visits, alongside existing and ongoing research into audiences to inform future programming.
 - Contributing to and monitoring of the budget for adult engagement programmes including setting and realising income targets for events.
 - Managing volunteers, internal staff (e.g. facilities team, engagement staff) for events
 - Commissioning and managing external contractors who are delivering events.
 - Internal administration including ensuring CRM and finance systems are up to date, managing contracts and writing event schedules, etc.
- Maintaining existing relationships with community partners to ensure consistency of delivery to these groups and explore opportunities with them to create new opportunities for engagement with the Abbey.
- Identify, develop and deliver co-created community activity in line with the Almonry. Special services and memorialisation programme at the Abbey which contributes to the delivery of the Abbey's ongoing commitment to social justice.
- Working alongside the Digital Content Manager to ensure opportunities to extend reach beyond onsite visits are considered and can be collaborated on within the Digital Abbey strategy.
- Working with the HR team and others managing volunteers, to recruit and train volunteers to increase their knowledge and understanding of the Abbey and provide them with opportunities which recognise their contribution to the Abbey.
- Working with the Marketing & Insights Manager, and Communication & Digital department to market events in line with team's marketing plan in order to reach income and visitor targets.
- The post holder will manage the Engagement Apprentice to support them in achieving the Cultural Learning and Participation Officer apprenticeship. The apprentice supports work across the team, so close line management collaboration will be needed with the Community Engagement Manager.
- Undertaking other suitable duties as required by the Head of Engagement.

This role includes some evening and weekend working.

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 an **Enhanced 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 absolutely 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

Qualification / Training

- Educated to degree level or equivalent relevant qualification(s).

Knowledge / Skills

- Proven ability to communicate well with a range of internal and external stakeholders.
- Strong project management, budget management, communication, collaborative and organisational skills, with the ability to juggle multiple projects.
- Ability to work as part of a wider team including many different Abbey departments.
- Influencing skills and a proven ability to work collaboratively as part of a project team.

Experience

- Previous demonstrable experience showing the impact of an engagement programme on key audiences.
- Substantial experience in programming and delivering an adult engagement programme on time and within budget.
- Experience commissioning and managing external suppliers.

Attributes

- Proactive and solutions-focused and able to respond creatively to challenges.
- Creative, energetic, enthusiastic and innovative approach.
- Commitment to the Abbey values and to achieving Diversity in all aspects of the Abbey's work.

Desirable

Knowledge / Skills

- Dramatic or artistic skills
- Contributing to the development of digital materials/content

Experience

- Previous experience of working in a heritage site.

This Job Profile will be kept under review and may be amended by the Dean & Chapter from time to time. Any proposed changes will be discussed with the post holder.