



**Westminster
Abbey**

Application pack



**Non-Executive Members of the
Communications, Digital and
Marketing Steering Group**

Term: 4 Years

Closing Date: 16 October 2026

Westminster Abbey

Contents

- About Westminster Abbey
- Why are we seeking to recruit three Non-Executive Members?
- Background information on the Communications, Digital and Marketing Steering Group
- Expectations of the role
- Terms of appointment
- Equality statement, safeguarding and how to apply

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 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. The Abbey is formally known as the Collegiate Church of St Peter in Westminster.

We are a welcoming community, but also complex and multi-faceted, with over 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.

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.

Values

We have three guiding principles:

- We are a **community**.
- We are sustained by **hope**.
- We strive to be **faithful** in all that we do.

Following the State Funeral of Her late Majesty 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 1.6 million people from around the world every year. As we receive no regular income from the State, the Church of England or the Crown, we rely almost entirely on income from visitors, with thriving retail, catering and event businesses making a significant contribution to that income.

It is an exciting time to become part of the Abbey community, and we look forward to receiving your application and, if successful, welcoming your contribution to the Abbey's history.

Why are we seeking to recruit three new Non-Executive Members?

Westminster Abbey is seeking three new Non Executive Members to join the Communications, Digital and Marketing Steering Group from January 2027. At present, we have one Non-Executive Member who has served for three years and will be stepping down at the end of December 2026.

This is an excellent voluntary opportunity to contribute meaningfully to deliver the Abbey's mission. We are seeking candidates with extensive senior leadership experience in communications, digital, marketing or AI, areas where the Abbey is making considerable progress. The Group meets in person at the Abbey six times a year, and is chaired by the Canon Theologian, The Reverend Dr Jamie Hawkey.

This Group was established in 2023 and has fostered a more cohesive and coherent approach to internal and external communications, digital and marketing activities across the breadth of the Abbey's teams. Recent successes have included the appointment and onboarding of a new strategic media buying agency for Abbey-wide faith and commercial activities, coordinating all departmental marketing efforts for the first time.

The Digital Abbey programme is another focus area and was also created in 2023. The aim of this work is to build lasting engagement with a diverse online global community by sharing in new ways the richness of the Abbey's Christian mission alongside its distinctive history, heritage and interaction with public life. The programme has transformed the Abbey's ability to:

- Regularly stream services and events, which are watched by a growing global audience. The Abbey now has 10 broadcast-quality cameras and world-class audio in place throughout the church. Expert Broadcast Engineers who oversee video and sound for services and events.
- Create and curate a breadth of video, still image and written digital content for a breadth of audiences.
- Reach and engage 600+ staff and volunteers with timely internal communications.
- Understand our audiences, following extensive research.

Priorities for the year ahead include:

- Promoting and continuing to develop a breadth of stories in the media that showcase the mission of the Abbey in inspiring ways and encouraging the public to visit or attend a service or event. Seek to engage new and underserved audiences.
- Redeveloping the Abbey's website, tailored to meet the changing ways in which people search for and consume information, whilst continuing to project and promote the Abbey's core mission.
- Launching the new digital visitor guide. This project is led by Visitor Experience, in close collaboration with IT and Communications & Digital.
- Sharing the richness and depth of the Abbey's services with a global online audience, by utilising our world-class streaming capabilities and the strategic partnership with external, professional broadcast engineers.
- Use our communications and digital channels to increase the number of people (including worshippers and visitors) engaging with the life of the Abbey, both in person and online, with a particular focus on increasing the depth of that engagement.
- Providing leadership on major emerging themes such as how the Abbey should consider the impact and opportunities of Artificial Intelligence.
- Embedding the new media agency.
- Improving internal communications channels for staff and volunteers.

Background information on the Communications, Digital and Marketing Steering Group

The purpose of the Communications, Digital and Marketing Steering Group is to provide co-ordination across the Abbey's communications, digital and marketing activities. This is to enable departments involved in these activities to work in the most collaborative and coordinated way, to maximise reach, engagement and value for money across these areas.

The Group has delegated decision-making authority from the Dean and Chapter in the areas described in these terms of reference. The Dean and Chapter is directly responsible for setting the Abbey's mission and values, for sustaining worship and for enabling governance arrangements which are fit for purpose and operating well.

The Group has the following members:

- The Canon Theologian (chair)
- Deputy Receiver General & Director of Finance (vice chair)
- Head of Communications & Digital
- Head of Ceremonial, Events & Marketing
- Organist and Master of the Choristers
- Head of Visitor Experience
- Head of IT
- Head of Engagement
- Minor Canon and Sacrist
- Director of the Westminster Abbey Institute
- Head of Retail
- Up to three External Non-Executive Members.

The Group is responsible for:

- Reviewing strategy and objectives development, key campaigns and activities, including commercial and financial goals.
- Monitoring consistency across campaigns and resources, to encourage priority audiences to engage with the breadth of the Abbey's life.
- Interpreting internal and external research.
- Monitoring the delivery of effective results by the media agency, ensuring they are in line with the Abbey's marketing priorities. Scrutinising the effectiveness of the end-to-end visitor journey.
- Reviewing and monitoring the Digital Abbey programme.
- Monitoring internal and external communications activities.
- Reviewing progress of integrated campaigns with other key departments, particularly Engagement, the Institute and Retail.

Expectations of the Role

The successful individuals will bring:

- A broad sympathy with the Abbey's mission, life, and values.
- Senior leadership expertise in one or more of the following areas: communications, digital, marketing or AI.
- A network that could be utilised by the Abbey to bring in additional subject matter expertise.
- A proven track record of adding value at a non-executive or equivalent Board level.
- A strong understanding of faith-based, heritage and culturally significant environments and be comfortable balancing commercial ambition with the Abbey's values, safeguarding responsibilities and public scrutiny.
- Experience within mission-led, charitable or socially focused organisations, with a clear understanding of how commercial activity can support worship, outreach and wider institutional purpose (desirable).

Terms of Appointment

Duration

Our expectation is that the Non-Executive Members would serve for four years. By mutual agreement there may be one four-year re-appointment served. Non-Executive Members will receive reimbursement of all out-of-pocket expenses including travel but should note this role is honorary.

Time Commitment

Includes six in-person meetings per year, and regular interactions with the Canon Theologian, Head of Communications & Digital and Head of Ceremonial, Events & Marketing.

Location

Steering Group meetings are held in person at Westminster Abbey.

Equality statement, safeguarding and how to apply

Equality Statement

The Dean and Chapter aims at all times to recruit the person who is most suited to the role. Recruitment will be solely on the basis of the applicant's abilities and individual merit as measured against the criteria for the role. Qualifications, skills and experience will be assessed at the level that is relevant to the office.

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.

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. This post requires a basic level criminal record check.

Application Process

If you would like an initial conversation about this role prior to your application, please contact Adrian Harris (Adrian.Harris@westminster-abbey.org) and Lorraine Rosssdale (Lorraine.Rosssdale@westminster-abbey.org).

To apply, please complete the application form via the careers portal, including a supporting statement outlining why you are interested in becoming a Non-Executive Member of the Communications, Digital and Marketing Steering Group.

If you are unable to apply online, please email careers@westminster-abbey.org to request an electronic application form.

The closing date for applications is Friday 16 October 2026.

Interviews are scheduled to take place by the end of November 2026.

We regret that, due to the large number of applications we normally receive, we may only be able to contact you or provide feedback if you have attended an interview. We appreciate your interest in our work at Westminster Abbey.