



GUILDFORD
CATHEDRAL

INFORMATION

for applicants



OPEN

a warm-hearted community,
open to **God**, open to **all**



TELL

the **Good News** of Jesus to the world
through our worship and outreach



DEVELOP

the use of our estate in a way that honours
God's concern for his **Creation**



ENABLE

the Bishop's ministry and nurturing
of young and old in their faith



SERVE

the schools, parishes and chaplaincies of our
Diocese and to serve our **County** and locality

HEAD OF DEVELOPMENT

Guildford Cathedral and its context

THE DIOCESE OF GUILDFORD

The Diocese came into being in 1927, carved out of the historic diocese of Winchester, and covers almost the whole of Surrey and a significant area of North-East Hampshire. It also includes one parish in a London borough and one in rural West Sussex. In the northeast, it is largely suburban, but moving south and west, there are a number of distinct towns and numerous villages. This part of the diocese has a rural feel, but good road and rail links to London and elsewhere mean that there is much commuting within these areas.

The population is just over a million, rising in line with the national rate. Notwithstanding the rural areas, the average population density is above average, both regionally and nationally.

The area is rightly perceived as affluent, but there are other perspectives. There are surprisingly high levels of domestic and sexual abuse. The population is quite mobile, but the cost of housing is very high and there are issues of homelessness in the towns. The government wants a significant number of new homes to be built in the area, but there is much lively debate about where they might go.

Taken as a whole, the diocese has the lowest average IMD - Index of Multiple Deprivation - in England, but the picture is not uniform. Throughout the area there are tight pockets of deprivation, enclosed within housing estates or even within a few streets, with high levels of child poverty, low income, poor mental health and other significant problems. Often, they are adjacent to affluent areas that camouflage the extent of need, driving down the statistics and diverting public funds to areas of more widespread poverty in other parts of the country.

The diocese is becoming more diverse ethnically, and there are notable Asian populations in Woking and Camberley. There has also been a large influx of Nepalese to Aldershot and Farnborough following recent Government changes to Gurkha pension provision. In 15% of parishes, the proportion of White British inhabitants is now less than 80%.

Principal occupations include Wholesale/Retail Trade, Professional and Scientific, Education, Human Health and Social Work, with significant numbers also in Information and Communication Technology and Finance. There are also many military personnel and their families in several areas of the diocese and Aldershot is known as the Home of the British Army.

The main campus of the University of Surrey is on Stag Hill and the Cathedral enjoys a mutually beneficial relationship with the University. Recruitment to the post of Anglican Chaplain is happening currently and it is expected that the post holder will find a spiritual home and colleagues at the Cathedral. Also in the Diocese is Royal Holloway, University of London at Egham, University of the Creative Arts, Farnham - with satellite campuses - and the University of Law. There are four major hospitals and four prisons. A significant number of key national decision makers live within the diocese.

There are 86 church schools, 53 voluntary aided in the diocese and 11 affiliated schools serving 22,000 children and their families. A highlight of the Cathedral year is the week of Year 6 Leaver Services in July at which we welcome approximately 4000 children and their teachers into the Cathedral as they prepare to say farewell to their primary schools and look towards joining their secondary school. In addition to the church schools there are also over 250 county and independent schools. Many of the latter have church foundations.

Local schools of all sectors will visit the Cathedral during the year for educational purposes, awards ceremonies or carol or founders' services.

Service to the churches, schools and chaplaincies in our diocese is woven through each strand of our Cathedral Strategic Development Plan.

HEAD OF DEVELOPMENT

GUILDFORD CATHEDRAL - THE CATHEDRAL CHURCH OF THE HOLY SPIRIT

Guildford Cathedral occupies a hill-top position in Guildford, Surrey and is the mother church of the Diocese of Guildford. When the diocese came into existence in 1927 there was no church large enough, or which could be extended, to become the Cathedral of the new diocese. In due course land at the top of Stag Hill was given to the diocese for the construction of a new cathedral. A design competition was held and in 1933 the task of design and construction was awarded to Edward Maufe. The design brief was less than one page, specifying only the finished length and that all seats should have an uninterrupted view of the high altar. Construction began in 1938 and WWII halted building until 1952. By then the original funds had been exhausted and an inspired idea of buy a brick was launched. Eventually more than 200,000 bricks were bought for 2' 6d. The bricks were made from clay excavated from Stag Hill itself. The building was consecrated in the presence of The Queen in 1961 yet before the tower, Lady Chapel and Chapter House had been finished. The construction was completed in 1965 and £6m worth of major works were completed in 2017.

Guildford itself is a town and not a city. There are many active and lively churches in the town of all denominations and the town is well served by an ecumenical Street Angels scheme coordinated by the Town Centre Chaplain.

GUILDFORD CATHEDRAL – GOVERNANCE

The Cathedral is run by Chapter (which serves as a Board of Directors) which has the task of administering all our work.

Chapter is chaired by the Dean and formed of the residentiary clergy, two lay members elected by the Cathedral community, one lay member appointed by the Bishop of Guildford and three others appointed by Chapter to give depth and expertise to the skills base, including a member with strong marketing experience background. The Sub Dean serves as the Chapter Safeguarding Representative. Chapter members are charity trustees. Chapter meets once a month, except for August.

Chapter is also served and advised by two statutory committees - the Cathedral Fabric Advisory Committee and the Cathedral Finance and Risk Committee and has formed a Fundraising Committee which has the responsibility of providing strategic leadership for fundraising.

It is expected that all members of staff will exercise their functions within an ethos of best practice and in accordance with Cathedral Safeguarding Policy. In particular the Head of Development will ensure good safeguarding practice with regard to adults who may be vulnerable and to our visitors and volunteers.

GUILDFORD CATHEDRAL – STRATEGIC DEVELOPMENT AND RESOURCING

Chapter has identified four areas of primary activity which we believe are to be our focus for the period 2019-2022. These are Deepening Discipleship and Pastoral Care, Family Engagement and Schools, Visitor Experience and Events and Worship and Music. The Head of Development will be involved in all four areas by seeking to discover, strengthen and develop strands of activity which support all these areas. Our aspiration is to be known as a Warm-hearted community, Open to God, Open to all.

The financial management of the Cathedral is sound. The Cathedral Honorary Treasurer is a member of Chapter. We also employ a full time Finance Officer. The Cathedral Finance and Risk Committee is chaired by the Honorary Treasurer and includes members with expertise in financial management, investment, audit and risk. Chapter receives management accounts once a quarter and sets the annual budget following evaluation and review. In addition all budget holders use zero based budgeting each year with activities aligned to the development plan. Plans are well advanced for the creation of an endowment, the income from which will provide funds for repairs and maintenance. This will be achieved by the proceeds of the sale of a small portion of land for residential development.

Chapter has delegated to the Fundraising Committee, the leadership of the planning, implementation and monitoring of a fundraising vision to produce in the region of £150,000 per year. The Fundraising strategy includes and is dependent upon applications to grant and trust making bodies.

Guildford Cathedral Enterprises Ltd. has its own Board and this is responsible for the commercial activities of the Cathedral. This includes the Shop, cafe franchise, hire of facilities and staging of events.

In addition to commercial activity and fundraising the Cathedral has a stewardship scheme among members of the congregations. A variety of means of giving is in place primarily through the Parish Giving Scheme or numbered envelopes. Stewardship is being embedded into the psyche of congregation members although, like in any church, this is an on-going challenge.

Chapter is acutely aware that in spite of the income generation outlined above there is a constant need to keep costs at a minimum and to increase our income. Developing structures which effectively and efficiently deliver our core purpose whilst having enough headroom to look forward prophetically is something to which we aspire in the next three years.

THE CATHEDRAL COMMUNITY – THE CONGREGATIONS AND WORSHIP

The Cathedral community includes members of the congregations, staff and volunteers. There are four Sunday congregations, as is common in most cathedrals. There is some overlap between the Cathedral Eucharist congregation and those who attend Choral Evensong. We are not a parish church and this combined with our situation on a hill, with no public transport mean, we have very few worshippers who might find themselves 'dropping in' for a service - those who come up the hill for worship have done so intentionally. Although those who attend Evensong or weekly worship may well attend other churches as well, for most of those who attend the Sunday Eucharist, the Cathedral is their 'home' church.

After the Cathedral Eucharist on Sundays there is coffee available in our refectory, Seasons, and once a month in the nave. A regular core of folk remain for coffee but many do not.

Morning Prayer, Eucharist and Choral Evensong or Evening Prayer take place daily.

The Cathedral clergy are the Dean, The Very Reverend Dianna Gwilliams, The Reverend Canon Chris Hollingshurst, The Venerable Stuart Beake, Residentiary Canon and Sub Dean and Canon Mavis Wilson, Priest Vicar and The Reverend Duncan Myers.

GUILDFORD CATHEDRAL AND THE UNIVERSITY OF SURREY

The Cathedral and University enjoy a very good relationship. The Dean, Vice-Chancellor and Bishop of Guildford meet at least annually and seek to exercise a tripartite way of working together for mutual benefit.

University graduation ceremonies take place twice a year at the Cathedral, for at least a week each time.

GUILDFORD CATHEDRAL AND CIVIC LIFE

Surrey County Council Offices are currently relocating into Leatherhead. The Cathedral provides the focus for County celebrations and the Chair of Surrey County Council is a regular visitor for various services, the High Sheriff of Surrey is installed at the Cathedral each year and we regularly welcome the Mayors or Chief Executives from the twelve local authorities in our Diocese. There is an expectation, which we welcome, that the Cathedral will be the focus for countywide or national celebration or mourning.

Guildford was chosen for the national Armed Forces Day celebration in 2014 and for the first time the day began with a service in the Cathedral. The Lord Lieutenant of Surrey is a regular member of the congregation and a strong supporter of our ministry to all parts of the community. Through our Visitor Experience and Events work we are able to welcome county wide celebrations of achievement such as awards for Apprentices, Young Enterprise Finals and Teacher Training Awards.

THE CATHEDRAL COMMUNITY – THE STAFF AND VOLUNTEERS

The Cathedral is well served by a professional staff complement led by the Chief Operating Officer, Matt O’Grady. Many lay staff work on a part time basis. Staff have worked hard together to develop our staff values and these are emphasised at monthly meetings. In addition to informal communication there is a weekly staff e-bulletin and weekly meetings of Heads of Departments in addition to the monthly meeting for all staff. Once a term we have a staff Eucharist and lunch afterwards. Flexible working, and working from home have become common practice. It is expected that this will continue,

An office in the Cathedral Office will be provided.

We rely on a large group of volunteers who give their time and expertise to the smooth running of the cathedral and the delivery of purpose.

GUILDFORD CATHEDRAL - A GLIMPSE OF THE FUTURE

Chapter has entered into a partnership with Vivid Home, a Registered Social Landlord in order to develop nine acres of the 26 acre site. This will provide for a new Cathedral Close - two acres - and roughly 100 additional homes with a large percentage of mixed tenure affordable housing. Not only will this contribute to meeting the shortage of housing in Guildford, but also go some way to addressing the geographical isolation of the cathedral, improve the property stock of the cathedral and provide for an endowment, of which we are in real need.

HEAD OF DEVELOPMENT

BACKGROUND

The 43 Cathedrals of the Church of England play a unique role in the life of the nation by being open and welcoming to all and open to God and the transformation which this brings. Over 100,000 visitors come to the Cathedral each year for a wide variety of reasons. Our Cathedral 'community' comprises of thousands who feel close to the Cathedral because of historical connection, the purchase of a brick in the 1950s, their membership of the worshipping congregations, or a link to staff and volunteers.

Guildford Cathedral is seeking a Head of Development who will take part in the recruitment of a Fundraising Officer and a Digital and Communications Officer.

This team will work together to effectively fundraise, establish new and develop existing relationships which will strengthen the work of the Cathedral and to communicate creatively with all stakeholders.

ROLE PURPOSE

To form, motivate, and manage a new team by merging the existing fundraising, marketing, and communications functions, applying sound methodology, a digital approach and entrepreneurship to each of their activities. To build on existing successes and accelerate the growth of income across a range of activities in a sustainable manner. The successful applicant will believe in and bring new energy to the Cathedral's ambition and be able to communicate that compellingly to existing and all audiences (including donors).

Reporting to Chief Operating Officer

Accountable to The Chapter of Guildford Cathedral

HOURS AND SALARY

35 hours per week, negotiable. Location too is flexible, working from home for part of the week has become the norm in the last year and this is expected to continue. Salary in the region of £40,000, negotiable on experience.

In addition, all employees are expected to work within the terms of their Contract of Employment and adhere to the Cathedral's policies and practices.

KEY TASKS

STRATEGIC

- In line with the cathedral vision and Strategic Development Plan, review and further develop existing fundraising, marketing and communications plans into an ambitious but achievable five-year departmental plan, overseeing its implementation at strategic and delivery level.
- Work closely with colleagues and with Cathedral Fundraising Committee to:
 - o provide an integrated development, marketing, and communication service to the Cathedral.
 - o deepen the fundraising culture throughout the Cathedral.

CORE

- Inspire and develop (through KPI framework, leadership and mentoring) all staff and volunteers of the newly established department.
- Establish structures and processes to ensure the department is appropriately resourced and supported.
- Raise awareness of the Cathedral, both its core mission and more commercial services in order to build footfall (alongside the Head of Events).
- Lead the department to ensure an increase in income through fundraising, events and greater visitor numbers.
- Represent the Cathedral and the department, when appropriate, in dealings with individuals, cultural partners, grant givers and the media.
- Be responsible for the implementation of all areas of activity across the department.
- Oversee the website, social media channels and any other related digital marketing activity in order to raise awareness and spread the Cathedral's reach/ message.
- Evaluate and analyse the results of all key departmental activities and prepare forecasts for future developments.
- Use professional judgement and experience to manage fundraising approaches, marketing projects and all digital/ communications activities, taking timely action to capitalise on opportunities, overcome obstacles and manage risks.

COMPLIANCE

- Ensure that all work and activities are undertaken in compliance with applicable statutes, regulations and directives regarding Health and Safety, GDPR, Safeguarding, Fire and Security, together with the internal policies and procedures of the Cathedral.

GENERAL

- Be accountable for their own development through the appraisal process seeking out opportunities to learn new skills.
- Ensure that any confidential information that they have access to remains confidential
- Occasionally, situations may arise that require the post holder to perform other duties and tasks as may be reasonably requested by the Chapter of the Cathedral.

PERSON SPECIFICATION – ESSENTIAL

- Understanding of and willingness to promote the distinctive ethos of the Church of England.
- In-depth knowledge and experience of fundraising and marketing at management and implementation level.
- Evidence of success both in achieving targets and in managing staff and strategies.
- Experience of managing and delivering change – both with staff and with projects.
- Genuine pleasure in the task.
- Educated to degree level or equivalent.
- High level of new technology competence including the use of digital media (website, search), social media, and CRM software.
- Experience in managing income and expenditure budgets.
- Strong communications, interpersonal and influencing skills.
- The occasional need to work outside of core hours to support events.

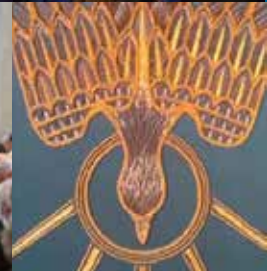
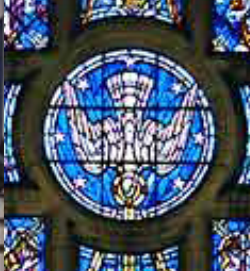
PERSON SPECIFICATION - DESIRABLE

- A fundraising or marketing qualification.
- Experience of working within a faith-based organisation.
- Experience in dealing with the media.

APPLICATION PROCESS

To apply for this post (no agencies please), please visit the Cathedral Website (www.guildford-cathedral.org) and complete the application form provided. Please send this with a covering letter addressing the Key Tasks and Person Specifications, as well as your CV, to Dops@guildford-cathedral.org or Matt O’Grady, Guildford Cathedral, Stag Hill, Guildford GU2 7UP. Referees will not be approached without your consent. Applications will only be considered with a completed application form, CV and covering letter. Guildford Cathedral operates under a Safer Recruiting policy. Proof of eligibility for working in the UK will be required before appointing.

For an informal conversation please contact Matt O’Grady on 07757 850952. Closing date for receipt of application is 17 May 2021. Shortlisted candidates will be called for interview during the week commencing 24 May 2021.





Guildford Cathedral,
Stag Hill,
Guildford,
Surrey,
GU2 7UP

www.guildford-cathedral.org

