

Development Officer for St Paul's, Winchester

JOB DESCRIPTION

Place of work:

St Paul's Church, St Paul's Hill, Winchester SO22 5AB

01962 844878

www.stmatthewstpaul.org

Reporting to:	Sandra Lewis, PCC member
Hours:	Up to 20 hours per week. Although this will be largely in the office, it may be possible for some work to be done from home. Some flexibility will be needed for liaison with hirers and potential hirers.
Salary:	c. £14 per hour
Holidays:	Five weeks' paid holiday per year pro-rata, plus statutory holidays
Duration:	Six-month fixed contract in the first instance. Depending on the strategy developed and progress in executing it, a longer-term appointment may be made at the end of the period, but no commitment to this can be given.

St Paul's is the larger of the two churches in the Parish of St Matthew with St Paul, Winchester. It has recently undergone a major renovation. The parish is now developing a strategy for the use of the site, which includes two other buildings. A *Building for Life* Development Board is being created, under the Parochial Church Council, to have a strategic overview of the development, management and use of both church sites. While the main focus of the present role is on St Paul's, it will also involve offering support to St Matthew's for its occasional users.

We seek someone who will help us develop this strategy, market our facilities and manage hirings.

MAIN DUTIES AND RESPONSIBILITIES

- 1 To contribute to the development of a strategy for the external use of the St Paul's site, especially the renovated church building, working closely with the Development Board.
- 2 To develop marketing approaches to support this strategy, including social media and relevant parts of the parish's website.
- 3 To develop operational processes for executing this strategy, liaising closely with staff and relevant church officers.
- 4 To implement the strategy, attracting a blend of community and commercial users, and proposing improvements to the strategy and materials in the light of progress made.
- 5 To liaise with new hirers and provide support to them for their initial uses.
- 6 With support from churchwardens and staff, to develop a group of volunteers to support those running events and using St Paul's.
- 7 To build and maintain relationships with key church officers and staff, and with the Development Board, in support of the above aims.

Task area 1

- To research the market for uses of broadly similar buildings in the Winchester area, including facilities offered and prices.
- To make contact with current and potential users to understand needs, constraints and how they might contribute to the development of St Paul's as a community hub.

- To draft a strategy, working closely with the Development Board and others. (Annex A indicates the kind of questions that will need to be addressed, but is likely to have been superseded by the date of appointment.)
- Through the line manager, to seek formal approval from the Development Board for that strategy.
- To set out the processes necessary to implement the strategy, including marketing processes, lettings processes, and lettings conditions.

Task area 2

- To formulate an overall marketing approach, including the use of personal contact, social media, other online materials and written materials.
- To co-operate in developing the relevant pages of the parish website.
- To develop any necessary written materials, also in co-operation with others.
- To advise on and begin to implement a social media strategy, including guidelines for frequency and content of postings.

Task area 3

- To develop operational processes for executing the strategy including: responsibilities for maintaining and updating marketing materials; responsibilities for personal contacts with potential users; handling of enquiries for use, including approval for any non-standard requirements; delivery of services to external users, etc.

Task area 4

- To test the strategy and marketing approach by attempting to implement them with potential users, both commercial and community.
- To propose any necessary changes to the strategy in the light of that experience.
- To amend the marketing approach and the operational processes as necessary.

Task area 5

- When new users or potential users are identified, to liaise with them about their needs and how these can best be met.
- Where appropriate, to show them the premises.
- With the support of others, to provide new users with written and oral briefing on the use of the facilities, and to support them in their first use.
- To be a welcoming face of the parish to new users.

Task area 6

- To build and maintain relationships with the clergy, other staff members, the churchwardens and the Development Board and to work with them to deliver the objectives.

PERSON SPECIFICATION

The applicant will be able to demonstrate through previous roles or experience the abilities to:

- Be sympathetic to the aims, purposes and values of St Matthew's and St Paul's.
- Demonstrate understanding of the breadth of the work in the parish and community that develops and supports the mission of St Matthew's and St Paul's.
- Think strategically and articulate that thinking in writing.
- Communicate effectively both in writing and orally.
- Create materials for websites and social media.
- Welcome and support current and potential site users and help them with their enquiries.
- Work flexibly and productively as part of a small team of dedicated staff and volunteers.

References will be required: one from a recent employer and one from someone who has known the applicant for at least five years.