



**DURHAM
CATHEDRAL**
THE SHRINE OF ST CUTHBERT

DURHAM CATHEDRAL VOLUNTEERING ROLE PROFILE

TITLE OF ROLE	Market Research Volunteer
PURPOSE	<p>The cathedral's Marketing & Digital team aim to bring Durham Cathedral's brand to life through stories and content, which celebrates the cathedral as a major place of worship, a centre of excellence for heritage stewardship and a leading visitor attraction. It is the responsibility of the M&D team to look for opportunities to engage a wide range of audiences to:</p> <ul style="list-style-type: none">• Increase the number of visitors to the Cathedral, both new and returning.• Grow the size and diversity of the Cathedral's audiences and community, for services, events and day visits.• Develop the Cathedral's brand and reputation to create more visits, revenue, fundraising, and tourism; all of which support our mission.• Support income growth across the organisation, including fundraising and commercial income. <p>We welcome volunteers from any background, of all faiths and none, and those who in turn show respect and sensitivity towards all nationalities, religions, beliefs, cultures, backgrounds, and the values of the Cathedral as a working church. Inspired by our saints, Cuthbert and Bede, the mission of Durham Cathedral is to offer everyone the opportunity to encounter God and know God's love in Jesus Christ.</p>
WHAT YOU WILL BE DOING	<p>In this role you can enhance our Marketing & Digital activities by helping with one or more of these tasks, depending on your interest and /or experience:</p> <ul style="list-style-type: none">• Conducting face to face surveys with visitors to inform our audience insight – this will involve approaching visitors to ask if they would like to participate, then asking them prompt questions and entering their responses to a digital form on one of our iPads.• Supporting the collation of audience data from an online platform.• Looking out for trends in audience data and informing the Marketing & Digital Team of significant changes.• Monitoring the number of surveys collected. <p>Durham Cathedral is committed to safeguarding. We expect all staff and volunteers to share this commitment. If at any time you see or hear anything that could suggest a safeguarding risk, or you have any other reason to be concerned, you must report it immediately to the Cathedral Safeguarding Officer. Safeguarding is everyone's responsibility.</p>

	<p>We will issue you with an authorised Cathedral ID badge and lanyard, which you must wear and keep visible when on duty. We shall also give you a Safeguarding contact card to keep in your ID badge lanyard holder at all times.</p>
<p>LOCATION AND TIMES</p>	<p>In this role, you will usually be based in the Cathedral and associated spaces; and with the Marketing & Digital Team, Cathedral Office, DH1 3EH.</p> <p>We encourage volunteers in this role to offer one 3 - 4 hour daytime session per week if possible; but we are grateful for any gift of time and offer flexibility around your availability.</p>
<p>WHAT WE ARE LOOKING FOR</p>	<p>For this role, the following would help maximise your enjoyment of the role:</p> <ul style="list-style-type: none"> • Friendly and welcoming approach to visitors • Being able to confidently engage people in conversation • Being comfortable on duty alone and as part of a team • Positive attitude • Excellent verbal communication skills • Interest in the arts/ cultural heritage sector • Interest in audience data
<p>FIRST STEPS</p>	<ul style="list-style-type: none"> • Recruitment is through an application form with references, informal interview, induction, shadowing and introductory period. • You must undertake all required safeguarding training before your start date and at all times have due regard to our safeguarding policies. • We shall ask you to sign your commitment to the behaviours and expectations outlined in our Volunteer Agreement.
<p>DISCLOSURE & BARRING SERVICE (DBS) CHECKING</p>	<p>This role does not require a DBS check</p>
<p>TRAINING</p>	<p>The following will be provided:</p> <ul style="list-style-type: none"> • Full training as and when required. • Induction and shadowing existing team members <p>We ask you to undertake the following essential online courses; you must complete them before you start your volunteer role. Details of how to access the training will be sent to you after receipt of your application, and support is available if you would like support with access or you feel affected by any of the course content.</p> <ul style="list-style-type: none"> • National Church of England Basic & Foundation Safeguarding training • ACT Action Counters Terrorism training • The Association of English Cathedrals national volunteers training

<p>SUPPORT & SUPERVISION</p>	<p>You will be supported and supervised in your usual activities by:</p> <ul style="list-style-type: none"> • Clare Knowles, Head of Marketing & Digital clare.knowles@durhamcathedral.co.uk <p>Other Cathedral Staff Contacts:</p> <ul style="list-style-type: none"> • Belinda Fullelove, Volunteering Manager volunteers@durhamcathedral.co.uk
<p>WHAT WE OFFER YOU IN RETURN</p>	<ul style="list-style-type: none"> • Fantastic opportunity to volunteer alongside a busy marketing and digital team at the heart of a UNESCO World Heritage Site. • Experience of conducting market research and opportunity to analyse and understand audience data • Experience of volunteering in a busy, multifaceted venue • Opportunity to improve communication and develop face to face visitor engagement skills • Supporting the promotion of a diverse offer including promoting the cathedral as a place of worship, a visitor attraction and as a venue for contemporary arts, regional festivals and cultural events. • Opportunity to potentially make a real difference in audience development at Durham Cathedral • Great CV material and opportunity for professional references. • Being involved in the important life and history of one of Durham’s most iconic buildings. • Opportunity to join the Cathedral’s Community Roll • Cloister Card offering 10% discount in the Cathedral Shop and Undercroft Restaurant (conditions apply) • Various optional volunteer training as available
<p>ADDITIONAL INFORMATION</p>	<p>Please use the information on our website to plan your travel to the Cathedral by public transport or by parking in and around the city. We are not usually able to offer parking in the Cathedral grounds unless agreed in advance.</p> <p>Unfortunately, some areas of the Cathedral are not fully accessible without the use of steps, and as a historic building, some floors are uneven. Please do let us know if mobility may be challenging for you in this environment.</p>

Area Lead: Head of Marketing & Digital
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