 **DURHAM CATHEDRAL VOLUNTEERS**

 **VOLUNTEERING ROLE DESCRIPTION**

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| **TITLE OF ROLE** | **Market Research Volunteer** |
| **PURPOSE** | *Together we celebrate the faith, heritage and culture of North East England.*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 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: * 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
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| **ACTIVITIES AND TASKS** | One or more of these tasks, depending on your interest and /or experience:* To conduct face to face surveys to inform our audience insight
* To support in the collation of audience data from an online platform
* To look out for trends in audience data and inform the Marketing & Digital Team of significant
* To monitor the number of surveys collected in line with targets
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| **WHAT ARE WE LOOKING FOR?**  | * Friendly and welcoming
* Able to confidently engage people in conversation
* Ability to work well alone and as part of a team
* Positive attitude
* Excellent verbal communication skills
* Interest in the arts/ cultural heritage sector.
* Interest in audience data
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| **TRAINING**  | * Full training will be given as and when required.
* Induction and shadowing existing team members
* National Church of England Safeguarding training (mandatory): The Church of England Basic Awareness online safeguarding module should be completed when you start your volunteer role. This can be accessed at <https://safeguardingtraining.cofeportal.org/> and a copy of your certificate is required as part of your induction. If you would like support with online access or you have been affected by any of the content, please just let us know as help is available.
* The online Foundation Module should be completed as soon as possible within 3 months of starting your volunteer role and needs to be refreshed every 3 years.

Recruitment is through an application form with references, informal interview, induction, shadowing and introductory period. |
| **LOCATION** | Cathedral floor and also Marketing & Digital Team, Cathedral Office, DH1 3EH. |
| **TIMES, DURATION AND FREQUENCY** | One 3 - 4 hour session per week is desirable; but flexible depending on whatever time you are able to offer. |
| **SUPPORT** | * Marketing & Digital Team: Clare Knowles, Head of Marketing & Digital (clare.knowles@durhamcathedral.co.uk).
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| **WHAT’S IN IT FOR YOU?** | * Fantastic opportunity to work 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 working 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.
* Cloister Card offering 10% discount in the Cathedral Shop and Undercroft Restaurant (conditions apply).
* Opportunity to join the Cathedral’s Community Roll (<https://www.durhamcathedral.co.uk/get-involved/community-roll>).
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**The Rule of Saint Benedict: The Reception of Guests**

1 All *guests who present themselves are to be welcomed as Christ, for He himself will say: I was a stranger and you welcomed me* (53:1).

Due to severely limited space we are sorry but there is **no parking** available in the Cathedral grounds and unfortunately we are unable to offer **expenses**.

Durham Cathedral takes the **safeguarding** and welfare of its staff, clergy, volunteers and visitors extremely seriously and will take immediate action in any circumstance where the safety and protection of children and vulnerable adults is at stake. It is expected that all staff and volunteers share this commitment.

Role Lead: Head of Visitor Enterprise Created: October 2015. Updated: May 2021