

Join our Vision: Could you be a Board Member that will help to drive commercial success for the trading company at Liverpool Cathedral?

- Do you have the experience and interest to help Liverpool Cathedral generate the vital income it needs to serve the worshippers and visitors (over 600,000 last year) who come from near and far?
- Do you have the necessary experience to help us develop and promote our multi-award winning visitor attraction?
- Are you a visionary leader with a passion for heritage and commerce?
- Can you see the bigger picture and articulate it?
- Can you inspire and challenge us, so we can grow and develop further?

Liverpool Cathedral is one of the truly great buildings of the world and a beacon of history and spirituality, and in 2024, we are celebrating our centenary. We are at the heart of the Liverpool City Region's visitor economy and play a key role in the lives of the many thousands who engage with us week by week and year by year. Ensuring a vibrant future for generations to come, we are seeking people that will spearhead our commercial transformation.

As a registered charity, Liverpool Cathedral, more than most other cathedrals, needs to generate around £3.5m per year to keep the doors open. The trading company, Liverpool Cathedral Enterprise, provides a significant proportion of this income. You will support the strategic leadership of the trading company, by bringing specific knowledge and professional expertise.

Being a non-executive Director is a great way of making a real difference to a charity and Liverpool Cathedral currently needs some new diverse voices and perspectives, as we enter our second century.

Because of the nature of Liverpool Cathedral Enterprise, Directors do not need to get involved in specific HR or complex governance requirements. It really is about seeing the 'bigger picture' and bringing your professional knowledge and expertise and applying it to the exciting and intriguing context of Liverpool Cathedral.

How are decisions made?

As a Board Director you will play a crucial role in developing and implementing strategic initiatives to boost our commercial success. Your expertise will help us expand our reach, increase revenue and the visitor experience, and create sustainable growth, whilst preserving the Cathedral's unique legacy.

Strong interpersonal and influencing skills, with a willingness to engage with peers, senior staff, and key stakeholders are a necessary requirement, to facilitate strategic decision making and calculated risks.

Board meetings are scheduled to take place four times a year. Dates are agreed and circulated well in advance and there is an expectation that Directors attend all these board meetings wherever possible. The meetings are planned to take place face-to-face with occasional online attendance possible. There are occasional opportunities to get more closely involved in key aspects of strategy and forward planning, but these are entirely dependent on the capacity and skill set of the individual Director. They are by no means a requirement.

The Enterprise business encompasses all of our income generating elements: the shop, the tower attraction, corporate events, the cultural programme, visitor services, the cathedral car park and oversight of the external company contracted to deliver the catering offer.

We are currently looking for new non-executive Directors (unremunerated), who will be able to collaborate with an existing dedicated team and help us to form new strategic partnerships.

Who are we looking for?

People who have experience and skills that match the Enterprise areas above, including those who have experience in online/digital to increase our impact and strengthen our resilience, for example those with backgrounds in:

- Retail (including sales, merchandising, marketing and online sales)
- Visitor Attractions
- Visitor Services/tourism
- Catering/hospitality
- Events
- Arts/culture

Closing date: 30 September 2024

For further information and to arrange an initial conversation contact our Chief Officer, Mike Eastwood: mike.eastwood@liverpoolcathedral.org.uk