

JOB DESCRIPTION (AND PERSON SPEC)

JOB TITLE:	Marketing Manager
DEPARTMENT:	Communications
REPORTING TO:	Director, Ministry Development
JOB TYPE:	Permanent
	Full time – 35 hours per week
LOCATION:	Office based in Coventry
DATE ISSUED:	January 2025

1 MAIN PURPOSE OF JOB

Underpinned by compelling storytelling, creative ideation, and outstanding delivery, the Communications Department is responsible for maximising income into the ministry, growing our network of supporters, and increasing brand awareness. This allows us to increase the scope of our work and open new opportunities to provide spiritual and physical aid to hurting people around the world in Jesus' Name.

As the Marketing Manager, you will oversee the Communications Team, managing the execution of marketing projects, campaigns, and appeals across multiple channels, including email, direct mail, digital and social media (paid and organic), public relations, and traditional advertising. Your role is to ensure that all marketing initiatives are delivered efficiently, effectively, and to the highest standards, with an emphasis on driving results and income generation. You will focus on marketing workflow, while guiding and developing your team to deliver success, rather than handling the day-to-day execution yourself.

Showing a strong understanding of new and existing audiences and under the direction of the Ministry Development Director, the Marketing Manager works in close synergy with the Donor Ministries Team to contribute to the marketing planning process under the overarching ministry development strategy.

Most importantly, the Marketing Manager will have a passion for the Gospel, a missional heart, and a strong desire to see people come to know Jesus as Lord and Saviour.

2 POSITION IN ORGANISATION

- Member of Samaritan's Purse UK's Management Team
- Line manages the Digital Marketing Coordinator, Social Media Content Coordinator, Creative Artworker, Copywriter, and BGEA Communications Coordinator
- Collaborates with staff and departments at all levels throughout the organisation, including Operation Christmas Child, Projects, Donor Ministries, Donor Services, International Headquarters (IHQ) in the US, Affiliate Offices, and external vendors.

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3 PRINCIPAL RESPONSIBILITIES

People Management

- Line manages and develops the Communications Team, working closely with each specialist to ensure the creation and timely implementation of projects
- Leads the Communications Team in devising and delivering fundraising and marketing initiatives that significantly contribute to the success of the UK Strategy, always working within the parameters of the Global Communications Strategy
- Ensures the Communications Team is aligned with departmental objectives and KPIs, identifies individual development opportunities, provides ongoing support and pastoral care, and conducts regular one-on-one development sessions.

Marketing

- Understands ministry strategies and develops and recommends marketing communications projects and campaigns to help fund those plans, consulting with the Ministry Development Director, cross-departmental stakeholders, and International Headquarters (IHQ)
- Determines appropriate targeting and segmentation of donor data based on strategic organisational and communications goals for the following purposes:
 - *Recommending audiences from the data for the purposes of sending external communication*
 - *Writing audience data selections to obtain lists that accurately reflect the intended audience and comply with business rules and communications' best practices.*
- Manages the workflow of campaigns, artwork, design, and printing; exercises responsibility for independent planning, implementation; and oversight of special communications projects
- Ensures ministry communications projects are implemented in a professional, timely manner, overseeing designed and written content, and working with internal and external partners to deploy campaigns
- Oversees a mixed portfolio of communications and fundraising campaigns, from utilising and deploying internationally developed content, to developing bespoke UK led activity
- Recommends and implements tactical communications projects that support key campaigns and fundraising goals, documents marketing plans and communications calendars which include, but are not limited to goals, objectives, tactics, and branding proposals
- Responsible for brand governance, including the consistent and compelling use of the SPI brand.

Media

- Manages and organises press and media opportunities
- Ensures website content is updated and current
- Oversees social media and Google Ads campaigns (strategic and tactical), both paid and unpaid. This includes overseeing the management of external suppliers/agencies.

Budgetary & Regulatory Controls

- Demonstrates financial acumen across all activities
- Ensures the effectiveness of project results; analyses and recommends changes as appropriate
- Manages the communications budget to ensure resources are used appropriately and within

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defined parameters

- Coordinates assigned print projects through a range of suppliers, ensuring the highest quality and value for money and timely delivery within a given budget for print, mailings, specialty items, fulfilment, and advertising
- Ensures all communications meet regulatory requirements including GDPR, Gift Aid and Fundraising Regulations.

4 OTHER DUTIES

- Works in close synergy with the Donor Ministries Department, Donor Services Department and Projects Team to ensure strategic objectives are achieved in a consistent and highly effective manner
- Contributes to departmental planning and budgeting with informed forecasting and projections, working closely with other colleagues and departments to ensure successful delivery of the Ministry Development Strategy
- Collaborates with colleagues across the organisation to understand the overarching needs of the charity and develop compelling and impactful cases for support
- Actively participates in daily staff devotions and occasionally leads when required
- Some travel required, normally within the UK and USA
- Occasional requirement to provide support to our sister ministry, the Billy Graham Evangelistic Association.

5 OCCUPATIONAL REQUIREMENT

- In accordance with the Equality Act of 2010 and due to both the nature and context of the role there is an 'occupational requirement' for the post holder to be an evangelical Christian. The job holder should be committed to the purpose of SPI and be able to demonstrate enthusiasm for the Christian purposes of the organisation and be able to live out, hold to, support and contribute to its Christian ethos.

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PERSON SPECIFICATION

JOB TITLE: Marketing Manager

QUALIFICATIONS	ESSENTIAL	DESIRABLE
Education	<ul style="list-style-type: none"> Educated to degree level or equivalent in a relevant field, such as marketing, media, public relations, or business. 	

EXPERIENCE	ESSENTIAL	DESIRABLE
Relevant and demonstrable experience	<ul style="list-style-type: none"> 3-5 years of proven professional experience in management and marketing. 	<ul style="list-style-type: none"> Within a non-profit and/or Christian organisation is highly desirable.

SKILLS	ESSENTIAL	DESIRABLE
Leadership and Interpersonal	<ul style="list-style-type: none"> A team player with strong communication, presentation, and relationship building skills Demonstrable experience of cross-organisational working and collaboration. 	
Literacy & numeracy	<ul style="list-style-type: none"> Excellent English writing and comprehension skills, able to distil information and insights into professional reports for internal and external purposes. 	
Organisational	<ul style="list-style-type: none"> Self-motivated and action focused with excellent time management skills. 	
IT Skills	<ul style="list-style-type: none"> Proven experience using CRM systems, email marketing platforms, and relevant analytical tools, such as Google Analytics and Facebook Analytics etc IT literacy with experience using MS Office products. 	

ATTRIBUTES	ESSENTIAL	<i>DESIRABLE</i>
Commitment to purpose of organisation	<ul style="list-style-type: none"> A committed Christian planted in a local church with a solid understanding of the Bible and its teachings, passionate about Jesus and the advance of the Gospel. 	<ul style="list-style-type: none"> Gifted in spiritual leadership; able to discern God's leading, confidently understand and explain the Bible and mobilise others to pray.
Occupational requirement to be a committed Christian	<ul style="list-style-type: none"> As well as maintaining a personal, active relationship with Jesus Christ you would be expected to demonstrate behaviour aligned with Samaritan's Purse's Mission & Vision Statement, Statement of Faith, policies, and expectations. 	