



# digital marketing executive (maternity cover)

job description and organisational overview



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## job overview

<b>Post:</b>	Digital Marketing Executive
<b>Location:</b>	1 Lamb's Passage, London, EC1Y 8AB
<b>Hours:</b>	Full time, 35 hours per week. Fixed term 12 month contract, maternity cover
<b>Salary:</b>	£25,000 – 30,000 per annum dependent on experience
<b>Closing date:</b>	19th June 2019

## background

In the autumn of 1906, eleven Christians gathered around a table to witness the birth of the United Kingdom Evangelization Trust (UKET). Progressive for its time, UKET's primary function was to hold in trust resources generously given by its members for Christian based philanthropy.

Fast forward 113 years and Stewardship remains a progressive pioneer of Christian generosity; receiving, investing and releasing over £70 million of charitable giving each year.

But we're just getting started.

The need for what we do has never been greater – churches, charities and ministries are losing valuable time to increasingly complex legal and financial compliance. The opportunities for mission and ministry have never been greater, but those called to this important work are under financed, under resourced and burning out. And for all Christians, called to live and give generously, the pressures of modern life and confusion over how to give well, is restricting an abundant outpouring of generosity.

So, right now, we're redoubling our efforts and embarking on our most ambitious growth programme to date, to help radically and generously resource God's kingdom for the 21<sup>st</sup> Century. We're investing in technology to grow our Christian giving platform, creating a marketplace where those wishing to give can meet those in need of funds; we're increasing the support we provide to church plants, fast growing churches and Christian charities to develop strong and biblically sound approaches to their finances and governance.

And we're growing a team of passionate believers in Jesus, who want to make this happen.



## mission, vision and values

Our vision is for the world to encounter Jesus through the generosity of His church.

Our mission is **transforming generosity**:

**We make giving easy** and help over 25,000 individuals to give around £70 million each year, to our database of over 19,000 charitable causes. We help people organise all of their charitable giving from the first gift to the last, any amount at any age, using their Stewardship giving account.

**We inspire greater generosity** from the Christian community too, through our wealth of resources, courses and campaigns for individuals and churches alike. We challenge and provoke the church to teach more effectively on generosity. Our own generosity campaigns and resources, including the Lent generosity challenge, 40acts, attract thousands each year.

**We strengthen Christian causes too**, by offering practical, tailored financial and legal support to help Churches and Christian charities to transform the world. We offer a range of professional, legal and financial support services to churches, charities and individuals.

At our core, as believers in Jesus Christ, are the biblical values of:

**Generosity    Integrity    Relationship    Excellence**

### **Occupational Requirement (OR)**

As a result of our Christian ethos, this post is covered by an Occupational Requirement (OR) under the Equality Act 2010. The successful applicant will be expected to be a practising Christian and to clearly demonstrate a personal commitment to the mission, principles, values and practices contained in our Ethos Statement.

- Active membership of local church congregation.
- Undergone course of teaching or training in personal financial stewardship and giving/generosity or experiencing the benefits from personal discipleship in this area.
- An understanding of the faith aspects of the work of Christian charities, including the preparedness to pray with colleagues and clients, where appropriate



## job description

### Overview:

As part of the Growth and Community team, you will provide maternity cover across the breadth of our digital marketing and communication activities, contributing to the increased awareness of Stewardship amongst our core community and growth of take up of our products and services online, in creative and reportable ways, consistent with our brand.

Key goals for our team in 2019-20 are to transform and relaunch the Stewardship brand, launch a number of new product lines, and relaunch our main corporate website (currently at [www.stewardship.org.uk](http://www.stewardship.org.uk)).

Your role will comprise of the following five key areas, with the exact portfolio of work to be agreed based on your skills and experience.

### Main responsibilities:

- **Website maintenance & optimisation**
  - Create, edit and publish content updates and new pages to our three main websites (Stewardship.org.uk, 40acts.org.uk and Give.net).
  - Ensure content is optimised for all search engines and devices.
  - Maintain, update and optimise existing pages to increase conversion rates.
  - Produce regular analytics reports for both internal and external stakeholders.
  
- **Email Marketing**
  - Create targeted and/or triggered campaigns, as required.
  - Build and test emails in line with best practice, before sending.
  - Apply good practice in design and copywriting to increase the impact of our email marketing campaigns, including running split tests.
  - Support team members and content creators with specialist advice and technical skills to optimise the impact of regular email newsletters.
  - Ensure our data collection for email marketing is effective and compliant with all data protection and privacy policies.



- **Analytics and Reporting**
  - Produce and disseminate reports on user activity to content owners, product leads and the wider organisation as required, ensuring that this information is easy to understand and professionally presented.
  - Use Analytics to report on the performance of all digital marketing campaigns and social media activity, with recommendations for improvements.
  
- **Social Media**
  - Manage social media activity across allocated channels.
  - Moderate our current online communities and help shape plans to grow community engagement according to our strategy.
  - Manage paid for promotions on social media, e.g. Facebook ad.
  - Report on social media activity.
  
- **Special Projects**
  - From time to time you will be required to sit of various project teams to provide insight and guidance for digital communications and marketing.

## Person Specification

### You

We recognise that to be great at your role, there are certain characteristics that are important and others that enable a good fit within our existing team and culture.

- You're passionate about growing God's kingdom through the mission and ministry of His church.
- You will be naturally inquisitive and passionate about learning from and engaging our external customers and audiences to inform our internal decision making.
- You are a self-starter, determined and resourceful with a 'can do' attitude. You'll always find a way to deliver, even when resources or time are limited.
- You will have a keen analytical mind, having the ability to identify patterns and trends through data, external feedback or internal conversations and testing new ideas in the context of continuous improvement.



- You will have the ability to think creatively, to propose and test new approaches to existing challenges. You always want things to be better, viewing continuous improvement as standard practice.
- You will be a team player who engages staff well and can manage information flow between individuals and departments internally. You will be able to work closely with internal and external customers.

### Your Experience

We are believers in investing in talent and potential; however, for the best chance of success, experience in most of the following will stand you in good stead.

- Broad experience across a range of digital marketing disciplines, its implementation, analysis and management, ideally within a charity or finance context.
- Representing a brand or organisation across a range of social media channels.
- Using web Content Management Systems, including WordPress.
- Building email marketing campaigns (use of TTMail, or Dotmailer a bonus), scheduled and programmed funnel campaigns, and reporting on the impact of these activities.
- Designing content to create compelling and engaging email, social and website experiences for customers.
- Knowledge and understanding of SEO and ability to write or commission content that contributes to improved organic search.
- Delivering paid advertising campaigns, including Google Ads, Youtube, Facebook, Twitter and LinkedIn.
- A good working understanding of GDPR legislation
- Experience and ability to do simple graphic design, photography or videography to create and distribute branded content.
- A good working knowledge of the charity and church landscape in the UK, including practical understandings of donations to charity, Gift Aid, charity reporting and the church denominations and networks.



## working for us

### Working hours:

Stewardship's normal office hours are 9am to 5pm, Monday to Friday, but you may be required to work flexibly between 8am and 6pm in accordance with the needs of the organisation.

### Annual leave:

25 days (plus 2 additional discretionary days at Christmas).

### Company benefits:

Stewardship offers a generous pension contribution; the equivalent of 10% of your gross annual salary, into a group personal pension scheme and a salary sacrifice scheme for personal contributions, both of which are available after 3 months service.

Other benefits are available including childcare vouchers, subsidised gym membership, a matching scheme for charitable giving, and we always remain open to ways we can look after staff and create an environment where people want to work.

More details on staff benefits can be found at <https://www.stewardship.org.uk/about-us/working-for-us>



## application process

Please provide a covering letter communicating why you believe you are the right candidate for this role. You will also need to complete our standard application form, together with an equal opportunities form. If these are not attached to this document, please download from <https://www.stewardship.org.uk/about-us/working-for-us>.

Please also provide an up to date copy of your CV.

Please provide suitable daytime and mobile contact details as well as a confidential email address wherever possible.

Please submit all your paper work electronically to [careers@stewardship.org.uk](mailto:careers@stewardship.org.uk). All correspondence will be acknowledged within 48 hours.

If you do not receive an acknowledgement for all future emails, please presume your email has not been received; you should make contact by phoning 020 8502 5600.

**For further information, please contact Helen Thomas, HR Administrator.**

**Address:** 1 Lamb's Passage, London, EC1Y 8AB

**Telephone:** 020 8502 5600 ext. 304

**Email:** [careers@stewardship.org.uk](mailto:careers@stewardship.org.uk)