

Marketing Manager: Generosity Services

Role Description



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Role overview

Title:	Marketing Manager: Generosity Services
Hours:	Full time, 35 hours per week.
Contract:	Permanent
Location:	Home based with bi-monthly visits to 1 Lamb's Passage, London, EC1Y 8AB
Salary:	£34-36k
Closing Date:	Jan 21, 2022

Why this position is important to us

Stewardship has started a journey of transformation; from a traditional transactional service provider to an innovative and technically orientated ministry with a big ambition to release over £250m of giving in to the Church, every year, by 2025.

Our portfolio of services is now both specialist and diverse, and includes digital giving products, accounts examination and payroll services, loans and deposits for churches and charities, and a the specialist support of individuals in Christian ministry.

As more of our client interactions move online, providing a consistent and compelling experience across our digital real estate has never been more important to us. This is an essential role that will serve and support the wider Growth and Community team to ensure that all client engagement points are aligned with our values, beliefs and strategy for growth.

The impact you will have in this role

We are looking for a technically proficient and digitally savvy Marketing Manager to accelerate our reach and impact and move us closer to our ambitious growth objectives.

You will utilise your knowledge, experience and creativity to deliver multi-channel top of funnel campaigns. Utilising paid, owned and earned channels, you will help us reach new audiences with for our Giving Account product and to scale our community of 40,000 generous givers who donate over £100 million to over 13,000 Christian workers, churches and charities each year.

Welcome to Stewardship

Big or small. First or last. We make every gift count.

We're a place where connection happens - where those called to give meet those called to go. A community of generous stewards uniting to use all God has given us to love Him, love one another, and love our neighbours as ourselves.

We help Christians give and we strengthen the causes they give to.

We call this **Active Generosity**.

Our vision and values

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

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



Generosity



Integrity



Relationship



Excellence

For over 100 years, we've helped Christians, charities and churches activate generosity, resource their calling and make a difference in Jesus' name.

In 1906, Stewardship was created by a small group of Christians uniting to release generous gifts and financial support to Christian ministries in the UK and overseas. Among their number were professionals and philanthropists, chemists and church planters, factory workers and evangelists, with each giving as they were able.

Today, we help over 40,000 people live out their calling to be generous stewards, giving more than £100 million each year to over 6,000 churches, 2,500 Christian workers and 4,500 charities.

Our methods have changed, but our mission remains the same.

Job detail

Overview

Title: Marketing Manager

Reports to: Head of Growth

Direct reports: Marketing Communications Officer

The Marketing Manager will take responsibility for the day to day, always-on marketing of our Giving Account product. You will be an experienced and digital marketer and will lead the ongoing optimisation of our inbound marketing channels (search, paid and earned media). Creating and deploying strategies and plans to increase inbound leads, optimise conversion opportunities and work with the wider team to improve customer and brand experience.

The role is ideally suited to someone with experience growth hacking in a fintech b2c, SAAS environment, with the practical skills needed to drive growth of new audiences and conversion at scale.

With the ability to make an immediate impact, you will be results-oriented, able to operate in a fast-paced environment and will passionately seek to test and improve marketing performance wherever possible.

Main responsibilities

Demand Generation and Top of Funnel Campaigning

- Design and deliver targeted marketing campaigns to reach priority customer segments, including Next Gen Givers (aged 18 – 30). Specifically:
 - Oversight of creative strategy and direction.
 - Writing campaign and ad copy.
 - Working with designers, videographers and other creatives to develop campaign assets and marketing collateral.
- Build and optimise 'always on' product advertising and execute Pay Per Click campaigns utilising paid social, Google Ad Words, remarketing and other ad spend.
- Leading on campaign planning, scheduling and deployment. Managing budgets and timelines to deliver activities on time and within agreed cost parameters.
- Constantly monitoring, optimising and iterating campaign activity based on insight and data.

Inbound marketing funnels

- Create reliable inbound marketing channels using a combination of paid, owned and earned media.
- Develop content marketing strategies and persuasive search optimised copy to drive traffic to stewardship.org.uk. These could include:
 - Creation and development of lead magnets to generate awareness, interest and lead conversions.
 - Optimised blog content to capture search traffic. Creation of pillar pages, topic and subtopic content clusters to create authority and improve search ranking.
 - Writing optimised web copy for product pages, campaigns and for Search.
- Creation and deployment of Pardot forms and landing pages for lead capture, ensuring all wording is compliant and accurate according to GDPR principles.
- Ensure all growth marketing activity follows a data-driven and evidence-based approach through continual experimentation and optimisation of marketing performance through the funnel.

Email marketing

- Build, deploy and test lead nurture email campaigns and workflows using Pardot.
- Identify, test and implement new strategies to improve click through, open and conversion rates.
- Provide campaign reports detailing performance and actionable insights.

Marketing Performance and Insights

- Bring visibility and transparency to marketing activity by regularly reporting impact against marketing objectives using a variety of data and analytics tools (Pardot Dashboard, Google Analytics, WebTrends, etc).
- Analysis of customer and market information and insight to inform key decisions and identify market opportunities
- Monitor and maintain the analytics dashboard, producing insight reports and actionable plans.

It's all about 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 will be creative, commercial, and analytical
- You will have excellent planning and organisational skills
- You should have the ability to plan marketing activities against business objectives
- You will be someone who can easily lead creative development whilst being driven by insight and data.
- You will have strong project management skills
- You will have a high attention to detail

Desired skills and experience

Skills and experience	Essential	Desirable
Meet our Occupational Requirement to be a practising Christian and active member of a local church	✓	
Proven track record in a similar position	✓	
Experience with B2C PPC, Paid social media, Google Ad Words, email campaigns and SEO	✓	
Working knowledge of ad serving tools (e.g. DART, Atlas)		✓
In depth knowledge of web analytics tools (e.g. Google Analytics, Net Insight, WebTrends etc.)	✓	
CIM qualification, BSc/BA in marketing		✓
Experience of using CRM and automation platforms (Salesforce and Pardot a bonus).	✓	
Knowledge of creating and deploying automation rules, building email workflow campaigns and creating and deploying CRM forms and landing pages.		✓
Excellent written and verbal communications skills	✓	
Analytically minded and data and evidence driven	✓	
Highly organised with strong attention to detail	✓	

Working for us

Q. What are the usual working hours?

A. 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.

Q. How much Annual Leave do you offer?

A. All employees receive 27 days Annual Leave, and 8 day bank holiday leave. This is pro-rated for part-time staff.

Q. What are the pension arrangements?

A. Stewardship offers a generous pension contribution; the equivalent of 10% of your gross annual salary into a group personal pension scheme (applicable after 3 months service). A salary sacrifice scheme for personal contributions is also available.

Q. Is it possible to work from home?

A. This is dependant on the role and the team that you are working with. Some teams are primarily based in the office, whereas other roles offer more flexibility with some home working.

Q. What staff benefits do you offer?

A. Once probation has been passed there are number of benefits available to staff:

- Subsidised gym membership
 - Contribution to your charitable giving account
 - Long service awards
 - Participation in the Cycle to Work Scheme
 - Death in Service benefit
 - Option to join a Health Cash Plan
 - Interest-free season ticket loan
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How to apply



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.



How to apply for this position

You can apply online for this role at www.stewardship.org.uk/careers

Please remember to also upload a copy of your C.V. along with a covering letter that demonstrates what you would bring to this role, to Stewardship and how you fulfil the Occupational Requirement.



Contact us

For any questions or to arrange an informal conversation about this role, please contact Helen Thomas, our People, Culture & Place Manager, on:

Telephone: 020 8502 5600 extension 304

Email: careers@stewardship.org.uk

Stewardship

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