

Marketing Automation Executive

Role Description



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Role overview

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| Title: | Marketing Automation Executive |
| 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: | £28-31k |
| 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 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.

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 charities, 2,500 Christian workers and 4,500 churches.

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

Job detail

Overview

Title: Marketing Automation Executive

Reports to: Head of Customer Experience

Direct reports: N/A

The Marketing Automation Executive will assist the Head of Customer Experience in delivering engaging and memorable brand experiences that deepen their relationship with Stewardship and drive growth.

You will be analytically minded and technically proficient in the use of CRM and automation platforms. As such, you will deliver personalised and targeted communications and campaigns to customers at all stages of their client journey with Stewardship. From prospect, to client, to brand champion and advocate, you will use segmentation rules and customer insight to deliver the right content and communications to the right clients, at the right time.

Main responsibilities

Delivery of our marketing automation strategy

- Building customer journeys and nurture tracks for different customer segments using our marketing automation platform (Pardot).
- Creating and deploying personalised and triggered workflows, setting up and maintaining automation rules.
- Regular report of workflow health through weekly reviews of Pardot's Engagement Studio.
- Building custom landing pages and forms using our CRM and automation platform (Salesforce and Pardot).
- Managing and maintaining our lead scoring and grading strategy.

Email marketing and comms

- Build and deploy divisional newsletters: Generous, Mission, Sharpen, Training & Events and Philanthropy.
- Build and deploy operational emails to communicate product updates, feedback and developments
- Liaise with divisional teams in order to source and curate content for workflow campaigns, newsletters and operational comms.
- Deploying segmentation rules in order to build static and dynamic email lists.
- Optimising campaign performance through A/B testing.

Pardot Administration

- Work closely with wider Marketing Team to ensure data is clean and required fields are complete and support Marketing initiatives.
- Troubleshoot any reported errors, ensuring that campaigns fire as designed, opt-outs are processed successfully, and correct variable fields are being used for personalisation.
- Collaborate with the Salesforce Administrator to perform data de-duping and clean up procedures, including data migrations and mass data uploads.
- Champion the CRM/automation platform in the organisation, training others and being a super user.
- Maintaining the highest standards of Data Quality in our workflows and marketing automation, in full adherence with GDPR and PECR.

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. | ✓ | |
| Minimum 2 years experience working with a CRM and Marketing Automation platform. | ✓ | |
| Knowledge and experience of creating and deploying email workflow campaigns: creating automation and segmentation rules, spilt testing and optimising performance. | ✓ | |
| Knowledge and experience of building, creating and deploying CRM forms and landing pages. | ✓ | |
| Knowledge and experience of setting lead score and grades. | ✓ | |
| Simple image design and basic knowledge of html to create and maintain email templates. | | ✓ |
| Knowledge of GDPR principles and PECR guidelines. | ✓ | |
| 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 days 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



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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