



# Scripture Union

## JOB PROFILE: Marketing Officer

<b>Mission Area</b>	<b>Team</b>
Mobilisation	Communications and Marketing
<b>Position of Job in Organisation</b>	
The Marketing Officer will report to Communications and Marketing Manager.	
<b>About Scripture Union in England and Wales</b>	
Scripture Union is a national mission-movement, the aims of which are to create opportunities for children and young people to explore the Bible, respond to Jesus and grow in faith. Our priority is to reach those who don't yet know Jesus. In all its work, Scripture Union aims to care for children and young people, share God's good news, and offer choices and opportunities, whilst being credible, relevant, and inspiring.	
<b>Vision of SU in England and Wales</b>	
Our vision is to see a new generation of children and young people have a vibrant, personal faith in Jesus.	
<b>Purpose of the team</b>	
To ensure effective communication of Scripture Union's vision, mission, and activity across a range of audiences, generating engagement, prayer support and fundraising. To establish and manage messaging and campaigns for long-term and short-term communication. To promote resources and products, ensuring churches and practitioners are equipped to reach <i>the 95</i> and generating income where appropriate. To protect Scripture Union's reputation and integrity.	
<b>Purpose of the job</b>	
To deliver Scripture Union's Communications and Marketing strategy by promoting resources, products, events, and other areas of SU's work in an integrated cross-channel way, to a range of audiences.	
<b>Safeguarding</b>	
All Scripture Union staff take responsibility for protecting children and young people from all forms of abuse and for reporting any disclosures of abuse in addition to suspicions or concerns, in line with Scripture Union's safeguarding policies.	
<b>Dimensions and quantities</b>	
The most important dimensions and quantities for this job are: <ul style="list-style-type: none"><li>• Reporting to the Communications and Marketing Manager.</li><li>• Working closely with the Mobilisation team to ensure joined up working across the Movement.</li><li>• Handling budgets and external supplier resources.</li></ul>	
<b>Key accountabilities</b>	
The key accountabilities for this job are to: <ul style="list-style-type: none"><li>• Develop, implement, and manage integrated marketing campaigns (across a range of digital and offline channels) to promote the Movement's activities and resources.</li><li>• Co-ordinate, create and commission eye-catching and on-brand assets to support the delivery of marketing campaigns.</li></ul>	



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- Write, layout and send email marketing campaigns.
- Plan and manage user journeys for those who've engaged with our marketing (including writing and design of user journey emails), to encourage deeper relationship with Scripture Union.
- Plan, implement and manage SU's social media advertising.
- Manage SU's Google ad campaigns.
- Help to maintain the SU website, with a particular focus on creating, maintaining and improving web pages related to marketing activity. Ensure the website remains up to date, engaging and in line with current key messages.
- Ensure SU's online resource centre (shop) is up-to-date, user friendly and highlighting current and highlighted resources (including the management of SU's Shopify catalogue).
- Working alongside the Communications Assistant, and in line with the Social Media Strategy, plan and deliver engaging social content, particularly that with a promotion focus.
- Monitor, report and analyse the performance of Marketing and Communications campaigns across all channels (using tools such as Google Analytics).
- Champion the development and implementation of great web and SEO practices, look for opportunities to improve our website content delivery, and ensure all content is optimised appropriately.
- Provide marketing support to SU's trade (Christian bookshop) representative, including the regular updating of the trade portfolio document and provision of other useful assets as needed.
- Carry out market research with target audiences to better inform marketing plans.
- Help to set goals and develop plans for our digital channels to increase mission awareness and engagement.

In common with all members of staff, to:

- Further the aims and objectives of Scripture Union, working in accordance with its ethos.
- Be part of the prayer life and fellowship of Scripture Union, including staff prayers, days of prayer and worship, and staff conferences, which combine prayer, worship, and strategy.
- Undertake personal development through study and reflection, work reviews and in-service training.

## Key performance indicators

The key performance indicators for this job are:

- Consistent and effective delivery of timely and engaging marketing campaigns across all platforms.
- Campaigns planned and delivered without direct support.
- Delivery of successful campaigns based on pre-defined, start of project targets (as seen via engagement metrics such as likes, shares, email opens, resources downloaded/purchased etc).
- Well-presented and on-brand content.
- A high level of quality output under tight time constraints.



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<b>Educational and / or training qualifications and certificates</b>	
The person appointed will have: <ul style="list-style-type: none"><li>• A degree, qualification and / or formal training in relevant field (required).</li></ul>	
<b>Person specification</b>	
The person appointed will: <ul style="list-style-type: none"><li>• Be able to manage a busy and varied workload.</li><li>• Be a self-starter.</li><li>• Have previous experience in a similar communications or marketing role, with a particular focus on digital delivery.</li><li>• Have strong written, visual, and verbal communication skills.</li><li>• Have strong literacy and numeracy skills.</li><li>• Have a sound understanding and proven experience of current digital communications trends, platforms and strategies and related best practice.</li></ul> In common with all members of staff, the person appointed will: <ul style="list-style-type: none"><li>• Be a committed Christian in sympathy with the aims and ethos of Scripture Union and who has an active involvement in the mission of a local church.</li><li>• Seek to have a sound biblical understanding that is applied in daily living and encouraged in the lives of others.</li></ul>	
<b>Necessary technical / functional skills</b>	
The person appointed will: <ul style="list-style-type: none"><li>• Have proven experience and well-developed (intermediate to Advanced) skills in using industry standard software (including Adobe Creative Suite, Hootsuite, Google Analytics, Microsoft Office etc.).</li><li>• Have proven experience in using a range of Content Management Systems.</li><li>• Have experience in designing and sending Marketing emails (using Mailchimp, Microsoft Dynamics or another similar platform).</li><li>• Have proven experience of management and delivery of marketing campaigns across both digital and offline channels (required).</li></ul>	
<b>Required behavioural competencies</b>	
Flexibility	Willing to adapt thinking and behaviour to suit the requirements of different situations, demonstrating a flexibility of approach for the good of the movement. Able to see value of an alternative view in different situations.
Self-development	Takes personal responsibility for own professional and spiritual growth. Alert and responsive to learning opportunities with a willingness to encounter new experiences and situations. Assesses own performance in a constant effort to develop.
Independence	Prepared to raise important issues, including in the face of anticipated or actual opposition. Stands up for own ideas and confident to express them, not giving in to group pressure simply to please or avoid conflict.



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Concern for impact	Anticipates and responds to the needs of others in order to achieve the required outcome. Develops and modifies approach to reflect the feelings, views, and concerns of others in order to influence.
Concern for excellence	Drives consistently towards improvement and excellence in all aspects of work.
Results focus	Sets challenging yet realistic goals and objectives, focusing energy into striving to achieve them within agreed timescale.
Initiative	Anticipates situations, problems, or opportunities (before being asked) and takes appropriate action, actively finding ways forward.
Thoroughness	Follows tasks through to completion with attention to detail and accuracy.