



## Job Description

**Job Title:** Digital Marketing Manager

**Work Location:** Witney

### Who we are

Open Doors is a Christian charity that is looking to recruit active, practising Christians to help meet the growing needs of the persecuted church worldwide. Hostility, violence and abuse of Christians around the globe is on the increase. Open Doors works in over 60 countries to ensure that those facing such persecution are not forgotten, but can stand strong to serve their communities and give life.

### Job summary

Grow long-term committed support for the persecuted church by leading, communicating and delivering Open Doors' digital marketing strategy within our integrated marketing approach. Develop and grow the digital team, integrate the digital strategy across the organisation and establish the road map for website/CRM development. The role is pivotal to the future growth and long term stability of the organisation.

### About the team

Reporting to the Head of Marketing, you will line manage the Digital Producer / Front End Web Developer and also work closely with:

- Director of Supporter Engagement
- Senior Copywriter
- Digital Agencies, consultants, freelancers etc.
- Head of IT and Senior Developer
- Innovation Manager
- Digital delivery team

### Hours

37.5 hours per week. These are usually worked between the office opening hours of 8.00am to 6.00pm Monday to Friday. This position involves some evening and weekends at conferences and events for which TOIL (time off in lieu) may be claimed (amend as required).

## Responsibilities and requirements

### A) Growth of Digital Strategy

- Manage the digital delivery process, influencing the content and managing key stakeholders and digital agencies.
- Embed and execute the plan contributing to the digital strategy and set KPIs
- Plan and deliver opportunities across the organisation and liaise with key stakeholders
- Reporting to senior stakeholders, creating business cases to build on growth, communicate trends and opportunities for growth
- Responsible for digital budget and reporting ROI (Input into growth strategy, board reports and forecasting)

### B) Optimise user experience

- Optimize tactics and scheduling to ensure consistent, personalised and engaging user journeys/experience across all digital channels including offline integration to include:
  - Website & CRM development, performance and planning/road mapping
  - Search Engine Marketing / Retargeting
  - Social Media (Facebook, Twitter, Instagram – organic and paid)
  - Display advertising / Lead generation
  - Email marketing (Click Dimensions) – personalisation, segmentation & automation
  - Expand strategy into new digital channels
  - A/B Testing across website and emails – leading testing and learn approach
- Lead data-driven decision making by implementing tools for detailed data, reporting and in-depth audience insights
- Generate new leads through innovative, detailed and creative acquisition programme including profiling target audiences
- Detailed planner to co-ordinate and schedule appeals, campaigns and consistent messaging across all digital channels integrated with offline tactics, schedules and marketing priorities
- Develop and implement innovative tactics to deliver targets and organisational objectives (Reach, Engagement, Income, acquisition and retention)
- Plan and Deliver digital campaigns and appeals to drive growth
- Project management of resources, products and campaigns
- Desirable - Agile project management for digital development work (Website and Microsoft Dynamics CRM)

The above job description is a guide to the work the job holder may be required to undertake but does not form part of the contract of employment and may change from time to time to reflect changing circumstances.

### Applying your Christian faith to this role

Because of the essential Christian context\* in which the role will be performed, the role is subject to an occupational requirement under the Equality Act that the post-holder be a practising Christian. Each working day will involve collective prayer and worship, together with shared reflections on the work of Jesus Christ. All members of staff at Open Doors are expected to actively participate in this shared time and members of staff take it in turns to lead the act of collective worship.

There will be many ways you will be able to apply your Christian faith and the outworking of your faith to the context of Open Doors. The list below gives some of the expectations of this role but is not exhaustive or intended to limit you:

- Contributing to and leading daily devotions (this can be for the whole team or just smaller, departmental groups)
- Participating in retreats, days of prayer and fasting etc.
- Committing to private prayer for the work associated with this role, your direct reports and closest colleagues
- Working in such a way so as to reflect biblical principles of leadership and service
- Applying biblical principles of godly stewardship to operational responsibilities
- To be open and obedient to God's voice and direction in relation to any strategic matter and to always seek His will above all else.

## Limits of Authority

To operate within the ethos and aims of Open Doors, adhering to budget parameters and the Open Doors' confidentiality agreement.

## Who you are

**You will demonstrate the following essential criteria for this role:**

### Competency

- proven experience in digital marketing
- experience of working with SEM, social media, Display adverts, web development roadmaps, strategy and reporting and track record of driving growth
- excellent interpersonal skills
- strong communicator, able to communicate vision, strategy, plans and tactics
- able to work well with, influence and engage a broad range of stakeholders at all levels of the organisation
- meticulous attention to detail
- good standard of education – probably evidenced by 5 GCSE passes, A' levels or equivalent
- can demonstrate a broad understanding of the Church / Christian community throughout the UK & Ireland
- inspirational team player
- IT skills including Microsoft Office and the ability to oversee supporter database management/segmentation
- strong project management skills

### Character

- able to work effectively to manage multiple tasks and meet deadlines
- responsible and mature outlook
- pro-active approach

## **Culture**

- chemistry with Open Doors Staff
- commitment to Open Door's Core Values

### **In addition, it would be beneficial for you to demonstrate the following:**

- experience of integrated marketing campaigns in a charity environment
- an understanding of PRINCE2, AGILE

\*There is an occupational requirement under Schedule 9 of the Equality Act 2010 for this post to be held by a Christian who assents to our statement of faith.

Enhanced disclosure information may be requested from the DBS in the event of a successful application.