

JOB DESCRIPTION: Head of Marketing**Employer:** United Christian Broadcasters Limited**Reporting to:** Director of Communications**Location:** United Christian Broadcasters Limited, Broadcasting Centre, Stoke on Trent, ST4 8RY with some flexibility to work from home up to 40% of the time.**Hours:** Full-time, 36.25 hours per week, Monday to Friday.

Are you a creative communications all-rounder with an ability to 'spin plates' and keep everything moving smoothly? UCB is looking for an energetic and innovative marketing expert to lead our team and help us connect with our audiences in fresh and exciting ways. If you love delivering standout campaigns, have a flair for 'joining the dots' on digital and print, and can inspire a team to do their best work, we'd love to hear from you.

Main Purpose of the Job

As Head of Marketing, you'll be at the heart of UCB's mission and will work to help engage and grow our audiences. You'll lead a lively, creative team which looks after everything from our website and digital resources to our daily devotional the UCB Word For Today as well as other print resources and social media channels. You'll be joining us at an exciting time, with the launch of a new CRM (which will create great new opportunities for audience segmentation and digital engagement) as well as overseeing the development of a new Drupal-based website. You'll be working with the team to create bold marketing campaigns, and delivering messaging that inspire and connect with our supporters.

Position in Organisation:

Reports to Director of Communications.

Line Manages: Marketing Team

Works closely with Head of Fundraising, Head of Strategic Partnerships, Head of Events

Key Responsibilities:**Strategic Plans**

- Develop and drive UCB's marketing strategy, making sure it's fresh, creative and helps to advance UCB's mission of 'Changing lives for good by the power of God's Word'.
- Develop a digital strategy which brings web, email and social media together to deliver powerful campaigns, helping people connect with God's Word in fresh and exciting ways
- Oversee (with the wider team) the rollout of UCB's new Drupal-based website, ensuring it's user-friendly, engaging, and leads with excellent UX.
- Lead and motivate a diverse and talented team which covers web, marketing campaigns and print, graphic design, copywriting as well as digital resources.
- Bring big ideas to the table and encourage your team to do the same - collaboration is key
- Spot opportunities to innovate and grow, staying on top of trends and what's working elsewhere.
- Oversee digital platforms ensuring everything is running smoothly and packed with great content to support campaigns and fundraising.

Creating standout campaigns

- Plan and oversee bold marketing campaigns that grab attention and make an impact.
- Oversee the production of high-quality resources, from print publications like the UCB Word For Today to engaging digital content.
- Work closely with internal teams to craft messaging that inspires and resonates with our supporters.
- Establish a unified 'tone of voice' across all of UCB's outbound communications.

Monitoring and Evaluation

- Track how our campaigns are performing and use the data to make smarter decisions.
- Make sure we're using data effectively to support marketing efforts and measure success.

Team Work

- Represent UCB at events, networking opportunities, and wherever else you are required
- Make sure all marketing materials reflect UCB's values and identity and our warm and friendly tone of voice.
- Join in with UCB's daily prayer times and be part of the spiritual life of the organisation.

Qualifications, Knowledge, Experience and Skills

Essentials

- Senior-level experience in marketing, with a track record of developing high level, successful campaigns across multiple channels.
- Comfortable leading digital transformation, especially with web, CRM, and data-driven strategies.
- A natural team leader who can inspire and develop others.
- Experience overseeing web projects
- A creative thinker who loves coming up with new ideas and making them happen.
- Great project management skills – you'll be great at juggling multiple tasks and meeting deadlines.
- Fantastic communication skills, both written and verbal.
- A head for numbers - you're confident using data to shape decisions and measure success.
- A good grasp of Microsoft Office (or similar) and other marketing tools such as Task Management software and our incoming CRM (D365)

Desirables

- Qualifications in marketing or a related field or be able to demonstrate equivalent experience.
- Experience working in a Christian organisation or ministry.

Person Specification:

- A committed Christian who shares UCB's values and mission.
- The post-holder will work as an ambassador for Christ, delivering a distinctly Christian service to UCB and its supporters.
- Someone with a positive, can-do attitude who's great at bringing people together.
- A creative, adaptable personality who's ready to dive in and make things happen.
- A highly organised plate-spinner who can keep multiple projects on track
- Passionate about marketing and the impact it can have in sharing UCB's mission.

- Be prepared to share the life-changing message of Jesus and lead people to Christ as opportunities arise.
- To develop ways of introducing UCBs story in a manner that is relevant and engaging
- To gather testimonies from UCB's readers, listeners and viewers, reporting on the positive impact and public benefit the Charity provides and forwarding them onto the appropriate testimony champions
- To support all of UCBs fundraising activities and events; whether in prayer and/or directly in participation, ensuring sufficient resources are available in order to maximise success

Such other duties that are within the scope of your skills and capabilities that may from time to time be reasonably required

Dated: April 2025

This Job Description does not form part of your Contract of Employment.