



## Job Description

### **Digital Marketing and Creative Services Manager**

INTERNATIONAL JUSTICE MISSION UK

#### **Who we are:**

IJM is the world's largest international anti-slavery organisation working to end modern day slavery, human trafficking, and other forms of violence against people living in poverty. We are a global team of lawyers, social workers, community activists and other professionals in 27 offices across 19 countries who share in the mission of protecting people in poverty from violence. IJM has partnered with police to find and free more than 57,000 people from slavery and oppression and has seen slavery decrease by up to 86% in places where we've worked.

We have a big vision – to rescue millions, protect half a billion and make justice for people in poverty unstoppable.

IJM UK supports this global mission by: raising awareness; raising funds to support our operational work around the world; mobilising a movement across all parts of society, including the UK public, media, Christian Church; and providing thought leadership, leveraging our unique global experience to influence leaders across Government, businesses and institutions.

We are inspired by our Christian faith and God's call to seek justice for people in oppression. We protect people from violence, without regard to religion or any other factor, and seek to work alongside all people of goodwill.

From a solid foundation we are in a major growth phase and are looking for an outstanding individual to help us as we move into the next chapter. This is your opportunity to join us in ending slavery in our lifetime. Will you join the fight?

#### **Summary aims of the role:**

IJM UK is looking for a dynamic Digital Marketing and Creative Services Manager with the passion, vision and experience to take our marketing to the next level in an increasingly digitalised world. As we seek to be visible, virtual and versatile, we are looking for someone with a background in digital marketing who can lead an energetic, talented team to: drive brand awareness; reach new audiences; and deliver a powerful supporter experience. This position will be an excellent fit if you are excited by utilising digital tools, trends and technical know-how to significantly increase action to combat slavery and violent injustice.

This is an opportunity to innovate and re-imagine IJM UK's digital offering - and to be part of a growing global movement until all are free.

As well as ensuring that our online presence and e-communications are highly effective, you'll also support your team in fulfilling offline marketing needs, such as magazines and event designs/displays. You'll lead a small but talented team who are experts in graphic design, visual identity, social media and copywriting.

IJM aims to protect 500 million people from slavery and violence by 2030 – reaching this ambitious goal will only be possible if we rally more people to fight for a world where all are free. Your role is to help build the movement.

**Reports to:** Director of Marketing, Media and External Affairs

### **Digital:**

- Design and implement a forward-thinking digital engagement strategy that significantly increases awareness of the problems of slavery and everyday violence, and IJM's pioneering work to stop it
- Innovatively use digital tools and trends to drive supporter acquisition, engagement and retention, and engage thought leadership audiences and the Church in taking action
- Create powerful, integrated supporter journeys that build loyalty to IJM UK's mission (prior experience of working with Dot Digital or a similar platform would be highly beneficial)
- Work with the Data Manager to manage the marketing function of the charity's Salesforce database and lead on effective integration with the website and email marketing tools
- Lead on email marketing strategy with a clear understanding of segmentation
- Support the Content Creation and Copywriting Executive to generate dynamic, cut-through and timely digital content – and be able to create content yourself
- Dramatically improve IJM UK's search engine optimisation across all online content and ensure that all content going forwards is in line with latest SEO trends. Have a clear understanding of changing algorithms
- Manage the website with external web developers, update the CMS (Craft) and provide training to relevant team members
- Review existing website, proposing changes to enable IJM UK to become more visible and to deliver compelling, on-brand, engaging content. Make improvements to functionality, UX and website optimisation for mobile
- Develop, implement and optimise new online income opportunities and keep abreast of latest trends in digital donations, both in terms of IJM UK's current giving trends and those of the sector as a whole
- Keep abreast of trends and developments in the digital arena, identifying new digital opportunities and driving innovation in the team – for example, exploration of mobile marketing
- Support our growing use of video
- Together with the Digital Marketing and Social Media Officer, be responsible for development and execution of IJM UK's social media strategy.
- Provide insight and support to Social Media Officer on social media ad strategy, ensuring high ROI

### **Creative services:**

- Oversee the full Creative Services function – a team responsible for the creation of digital and offline content that enables IJM UK to reach and inspire a range of audiences – including supporters, churches, corporates and government

- Together with the Director of Marketing and External Affairs, steer development of marketing, content and engagement strategies informed by a clear understanding of IJM UK's audiences
- Contribute to brand strategy and development
- Support and deliver brand training for the UK team, ensuring brand consistency and compliance with global brand guidelines across all IJM UK products and platforms
- Generate creative concepts and approaches for communications and campaigns, together with wider UK team and other international IJM offices
- Partner with Fundraising, Public Affairs and Public Relations functions to help them drive their fundraising and advocacy goals with their target audiences
- Support development of compelling supporter journeys for all integrated campaigns, with MEAM team and fundraising
- Develop opportunities for creative partnerships that help raise IJM's profile
- Provide support to PR and social media functions in developing influencer relationships, as required
- Together with your team, produce and maintain a suite of promotional resources to support the wider organisation
- Enable production of compelling content for virtual and in-person events, as required
- Implement testing and market research to further improve online and offline communications
- Edit, proof-read and sign off external communications as required, ensuring that they are high quality
- Work with IJM's global offices to utilise best practise, learn together, share resources and creative content and contribute to campaigns
- With the Director of Marketing and External Affairs, set goals and KPIs, making sure that all communications channels are tracked, on target and support strategic objectives

**Line Management:**

- Line manage three direct reports, as well as volunteers as required, including supporting the spiritual formation of the team

**Additional:**

- External suppliers: Engage and liaise with external agencies and suppliers as required, monitoring their performance on relevant projects
- Ensure that all GDPR and legal requirements are met, while working towards accessibility in all content across a range of devices
- Prepare reports to present to Directors as required
- Ensure that we invest our marketing spend strategically to ensure high ROI
- Take part in the charity's external events (as required / ad hoc)
- Support the charity's fundraising, operations, education and public affairs activities as reasonably required
- Participate in cross-functional projects
- Engage in the work of justice through prayer and supporting the Christian spiritual development of the IJM team, through participation in IJM's Christian spiritual formation practices
- On a rotational basis, leading daily corporate prayer times

## **Internal communications:**

- Ensure wider IJM UK team stakeholders are engaged with and included in planning of campaigns that are relevant to them

## **Person specification:**

### Essential skills, qualifications and experience

- Minimum three years' marketing experience, with experience of digital marketing disciplines
- Proven track record of delivering highly effective digital marketing campaigns and experience in developing digital marketing strategies
- Expertise in user experience and digital optimisation
- Expert understanding of SEO and Google Analytics
- Experience in website content management is essential, and advanced website development skills desirable
- Understanding of the latest digital and social media trends and aptitude for use of digital media in content marketing and digital advertising
- Experience of and interest in brand management
- Experience in producing, proof reading and editing strong, compelling content and copy for digital and offline communications
- Understanding of Dot Digital or similar email marketing platform and managing integration with CRM systems (highly desirable)
- Experience creating and implementing supporter journeys via email
- Experience in running successful donor acquisition campaigns highly desirable
- Experience of line management
- Experience of managing external suppliers
- Innovative and visionary
- Solutions focused
- Good organisational and time management skills
- Strong communication and interpersonal skills
- Valid and existing right for employment in the UK

### Critical Qualities

- There is a requirement for the job holder to have a personal commitment to the Christian faith (as defined by the Apostles' Creed) as functions within this role will require knowledge and personal experience of the Christian faith and will be promoting the organisation's Christian identity and spiritual formation practices\*
- The candidate will be expected to respect, uphold and work within IJM UK's Christian identity
- Passionately committed to ending slavery and a strong sense of calling to the work of IJM
- Being a team player and trustworthy to both colleagues and volunteers
- Professional in demeanour, with discretion, mature judgment and attitude.

### Position Details

- Based in London with occasional travel throughout the UK (*Note: IJM UK has a flexible working policy and this can be discussed at interview*)
- This is a full-time position
- Occasional evening and weekend work, where time off in lieu (TOIL) is offered

### Contract and Compensation

- Salary of £32,000-£38,000 is dependent upon experience, on a permanent contract basis.
- IJM UK offers 6% pension contribution and an additional benefits package (details available on request) with a positive and fun working atmosphere

### **Application Details**

Please submit a covering letter (maximum two pages) explaining why you are suitable for and interested in this post. Please demonstrate how your skills, experience and personal qualities meet the requirements of this role and why you are interested in the work of IJM.

Please also supply your CV detailing relevant experience and a supporting statement of Christian Faith (up to one-page) describing your faith journey, current spiritual disciplines and how you see your faith as relevant to your involvement with IJM.

Applications should be emailed to [contact@ijmuk.org](mailto:contact@ijmuk.org) with the subject line Digital and Creative Services Manager Application. If you have any questions about the role please contact [molly.hodson@ijmuk.org](mailto:molly.hodson@ijmuk.org)

Deadline for applications: 9am Monday 8<sup>th</sup> March

Interviews: 10-12<sup>th</sup> March

\*This post is subject to an occupational requirement that the holder be a Christian under Part 1 of Schedule 9 to the Equality Act 2010