



Employment Opportunity

Marketing and Creative Services Manager

INTERNATIONAL JUSTICE MISSION UK

IJMUK.org

Who we are:

IJM is the world's largest anti-slavery organisation working to end modern day slavery, human trafficking, and other forms of violence against people in poverty. We do this by partnering with local officials to rescue victims, bring criminals to justice, restore survivors to safety and strength, and help local law enforcement build a safe future that lasts.

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

We are a Christian organisation inspired by God's call to love all people and to seek justice for people who are oppressed. 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. We have a big vision, big aspirations and a big heart.

This is an opportunity to join us as we fight to end slavery in our lifetime.

Summary Aims of the Role

Your role in the IJM UK Marketing and External Affairs team will help exponentially grow awareness of, and support for, the work of IJM as we seek to end slavery in our lifetime. With support from the Marketing & External Affairs Director, you will: manage our range of marketing channels, including our digital platforms, and excite new audiences and influencers to join the fight against slavery and violence. You'll carry out far-reaching marketing campaigns and make sure that we give our supporters a dynamic, engaging experience. You'll be responsible for making sure that IJM UK's communications and resources are innovative, creative and high impact.

You will be an excellent project manager who is able to prioritise and deliver all marketing campaigns in a timely manner. You'll have a track record in delivering campaigns that have strong ROI. You'll know how to segment data, manage budgets and analyse our communications to ensure effectiveness. You'll manage two direct reports who'll support you in delivering team goals, and you'll work closely and collaboratively with the fundraising team. You'll be part of a small, dynamic, high-energy Marketing and External Affairs team that's committed to cutting through the noise to make rescue from slavery possible.

Main Duties and Responsibilities

Strategy:

- Work with Director of Marketing and External Affairs to develop/deliver marketing strategies across a spectrum of communications disciplines including: digital and social media, influencer/celebrity management, internal communications, brand marketing, advertising, marketing, campaigns and appeals, events promotion and production of key materials and resources.
- Play a key strategic role in developing an effective supporter journey in collaboration with the Fundraising Director

Nb. The percentage time split of the activities below will depend on the strengths of the candidate and the staff in their team.

Social media and digital:

- Develop a comprehensive, innovative digital communications strategy to significantly raise IJM UK's profile and drive supporter acquisition and engagement with IJM in the UK
- Together with the *Copywriting and Digital Content Officer*, be responsible for development and execution of IJM UK's social media strategy, including generating dynamic, cut-through and timely content
- Evaluate engagement and impact through analytics to deliver significant increases in followers
- Source and share newsworthy information from across the charity and partners
- Ensure content for key dates and global events is scheduled e.g. UN awareness days
- Have a robust understanding of digital advertising best practises and how to invest to gain high ROI
- Be responsible for the management and development of IJM UK's website to provide a best-in-class supporter experience, including generating content, making improvements to functionality, maximising the site's potential and significantly improving our SEO
- Conduct research on website effectiveness with key user groups, providing analysis of IJM UK's website to support the strategy to increase visits, engagement levels and enhance the supporter journey
- Ensure IJM's digital channels and website are up to date and on brand.

Campaigns:

- Be responsible for project management of high impact marketing and mass fundraising campaigns across digital and print streams, including the provision and development of excellent copy, graphics and multimedia footage
- Generate creative campaign concepts, together with wider team – especially fundraising – and, on occasion, other international IJM offices
- Analyse, monitor and report impact of campaigns, continuously learning about effectiveness. Conduct market research and focus groups as necessary
- Ensure that we invest our marketing spend strategically to ensure high ROI.

Communications and branding:

- Together with your team, produce and maintain suite of resources to support wider organisation, for example magazines and giving leaflets.
- Edit, proof read and sign off external communications as required, ensuring that they are high quality
- Ensure production of innovative, compelling visual displays for events and conferences
- Ensure marketing communications are compliant with GDPR and other data laws
- Deliver high quality email and print communications in support of the marketing and communications plan, utilising best practices to ensure high engagement.
- Implement testing strategies to further improve email communications
- Develop key messages for marketing campaigns, creating and maintaining appropriate and consistent language and terminology across all media
- Identify issues that could potentially damage the organisation's reputation and recommend actions to mitigate this risk
- Utilise latest research to identify new marketing communications and digital opportunities/trends and keep up to date with the activities of relevant organisations both inside and outside the charity sector
- Ensure all digital marketing and communications materials meet brand guidelines.

Internal communications:

- Be responsible for ensuring that the wider IJM UK team is briefed on marketing communications campaigns and timelines

- Ensure wider IJM UK team stakeholders are engaged with and included in planning of campaigns that are relevant to them
- Plan and organise meetings, calendars, workshops, and training (eg for wider team on IJM branding).

External suppliers:

- Engage and liaise with external agencies and suppliers as required, monitoring their performance on relevant projects.

Reporting:

- Analyse all aspects of communications on a quarterly basis, preparing reports to present to Directors.

Line Management:

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

Other

- Manage the marketing function of the charity's CRM database and ensuring effective integration with the website and Mailchimp/other email marketing tools
- Take an active part in the charity's external events
- 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.

Person Specification

Skills, qualifications and experience

- Bachelor's degree in Marketing, Digital Marketing or similar discipline desirable
- Minimum three years' marketing experience, encompassing a variety of digital marketing disciplines
- Proven track record of delivering highly effective marketing campaigns
- Experience in segmenting audiences and analysing marketing data
- Excellent project management skills
- Excellent written communications skills
- Experience in developing digital marketing plans
- Understanding of the latest digital and social media trends and aptitude for use of digital media in content marketing and digital advertising
- Experience in website content management is essential, and advanced website development skills desirable
- Experience creating and implementing supporter journeys via email desirable
- Experience in running successful donor acquisition campaigns highly desirable
- 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
- Strong analytical skills
- Creative, innovative and reliable approach
- Professional in demeanour, with discretion and mature judgment
- Ability to relate cross culturally with a wide range of international constituencies
- Effective as a collaborator in a team and trustworthy colleague.
- Strong service ethic and a passion for IJM's goals.

Please note: The nature of IJM's work means that you will likely hear difficult stories of human suffering. IJM has support mechanisms in place for all staff but would like all applicants to be aware of this.

Position Details

Location and Travel Requirements

- This role is based in London out of IJM UK's central office and the postholder would be expected to attend regular meetings at that location. For the right candidate, there may be flexibility in where this role can be based
- Work-related travel may be required within the UK from time to time, where time off in lieu (toil) is offered.

Contract and Compensation

- Salary is negotiable dependent upon experience
- Permanent, full time contract, 5 days per week, 09:00 – 17:00
- 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 with the subject line *Marketing and Creative Services Manager*.
- If you have any questions about the role please contact the Marketing and External Affairs Director, Molly Hodson, molly.hodson@ijmuk.org
- Deadline for applications: **12 noon Friday 13 September 2019**
- Anticipated interview dates: weeks commencing 16 or 23 September 2019

****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***