

KENNETH COPELAND MINISTRIES-EUROPE

JOB DESCRIPTION

JOB TITLE: Digital Media and Communications Manager

DATE: August 2020

Approved by: MD/JS

Salary Band: Guide

Responsible To: Office Manager

Purpose of Job: To manage all marketing including digital and other media related communications in order to fulfil the mission of KCM in particular the conversion and retention of fully active Partners.

Scope of role

- Responsible for the marketing function to include all elements of strategy and planning that supports key ministry objectives.
- To lead the team that delivers the media and communications, website, marketing and design functions.

Key Accountabilities:

Leading People

- Manages the performance of all direct reports
- Responsible for the coaching and professional development of all direct reports
- Responsible for recruitment & selection of new team members
- Manages annual leave and other absence of team members
- Manages all disciplinary and grievance matters ensuring that team members adhere to policy and procedures
- Ensures all poor performance is managed effectively and disciplinary procedures are followed correctly

Managing Results

- Develops a digital marketing strategy that aims to maximise Partner conversion, supports donor retention and adds new people to our mailing lists.
- Grows and extends the reach of the Ministry to new audiences.
- Develops and implements a social media plan that maximises audience engagement.
- Ensures that all content is managed consistently and establishes the most appropriate media for engaging different audiences.
- Structures work and the marketing timetable / plan to ensure that all operational objectives are achieved within required timescales
- Monitors the effectiveness of all campaigns, benchmarks progress and delivers reporting on the effectiveness of digital media and all other marketing activity
- Gathers, analyses and tracks social media and other data to inform decisions
- Develops and reviews KPIs in order to ensure that every campaign / initiative can be measured evaluated and improved.
- Manages the content and development of the website to maximise Partner conversion and engagement.

Leading Service Delivery

- Effectively manages the marketing and design functions, the magazine subscription, the Partner letter, all other publications and advertising.
- Manages all digital communication which includes the website and social media platforms
- Monitors all marketing activity against standards set and agreed outcomes
- Manages contracts with third party service providers
- Ensures that the Ministry operates in line with statutory regulations including GDPR, advertising standards (ASA) and Health and Safety in the Workplace.

Person Specification:

Essential Criteria

- Must be a born-again believer, whose Christian walk and life reflect the vision and excellence of the Ministry
- Fully agrees with the KCM Mission Statement so that it underpins all work undertaken in the Ministry
- Marketing, media and/or communication studies qualification
- Experience of leading teams and managing projects
- A team player with confidence to take the lead and guide other areas of the Ministry on new initiatives
- A knowledge and understanding of current social media platforms and how they work together
- Relevant experience of digital marketing at strategic and operational level
- Strong interpersonal skills and the ability to lead through people
- Excellent communication skills and the ability to communicate at all levels using a variety of media.
- Understands the need for and actively embraces change
- Takes responsibility for own learning and development
- Ability to develop a culture of continuous improvement and innovation
- Exemplary professional integrity

Desirable Criteria

- Project management qualification
- Experience of leading a marketing function/ team
- Experience of and/or working knowledge of the not for profit/charity sector

Disclaimer:

This job description is not an exhaustive list of all responsibilities and duties. It does however reflect the principal job elements of this position.