

JOB DESCRIPTION

JOB TITLE: Digital Marketing Lead

Responsible To: Digital Engagement Manager

Job Purpose: To lead, plan and deliver digital marketing strategies that support the growth of Partnership and increase engagement with KCM Europe across the UK and Europe. This role ensures strong digital communication across all platforms, driving measurable results through email marketing, website optimisation, SEO, and data-led digital campaigns.

Key responsibilities:

Digital Marketing & Campaign Strategy

- Develop and implement digital marketing strategies that grow KCM Europe's Partner base, donations, friends and new connections and deepen their engagement with the ministry.
- Lead campaign planning across all digital channels in alignment with ministry priorities.
- Coordinate targeted paid digital advertising (e.g., Meta and Google) to increase reach, conversions and campaign effectiveness.
- Oversee email marketing campaigns and automated journeys and workflows, optimising engagement and conversions.
- Coordinate campaign delivery with internal team members.
- Lead digital promotion and audience engagement for KCM Europe's events, product launches and other initiatives to drive engagement and conversions.
- Identify new digital tools and opportunities that strengthen outreach.
- Support colleagues and translators with digital best practices.
- Promote continuous improvement and innovation in digital ministry engagement.

Content Management

- Oversee creation and publishing of content for digital platforms ensuring consistency and ministry alignment.
- Optimise website content for SEO, user experience and higher engagement.
- Tailor content to different audience segments and regional needs.
- Guide content that supports Friend-to-Partner conversion.

SEO & Email Optimisation

- Plan and implement SEO strategy to increase visibility and organic traffic.
- Improve email performance using segmentation, testing and best practice.
- Ensure GDPR compliance and correct data handling across platforms.

Analytics, Reporting & Performance

- Produce analysis of digital marketing performance across Europe.
- Review engagement and conversion data to understand success drivers and gaps and recommend data-led improvements.
- Conduct testing to improve campaign effectiveness and user journeys.

Person Specification

- There is an occupational requirement (Equality Act 2010, Part 1, and Schedule 9) that the post holder is a born-again Spirit filled believer whose Christian Walk and lifestyle reflect the ethos, teaching, and core values of KCM.
- Fully agrees with the KCM Mission Statement and ethos so that it underpins all work she/he does in the Ministry.
- Experience in digital marketing, particularly campaign strategy, email marketing, and website optimisation.
- Working knowledge of SEO, analytics tools and digital user behaviour.
- Experience using data to drive performance improvement.

Essential Skills

- Proficiency with email marketing platforms and CMS tools.
- Strong analytical skills with experience generating performance reports.
- Excellent organisation and ability to manage multiple deadlines.
- Strong writing and content communication skills with high attention to detail.
- Knowledge of GDPR and digital marketing compliance requirements.
- Relevant digital marketing qualifications or training preferred.

Other Information

Some flexibility in working hours may be required to meet campaign or project deadlines or to collaborate with other European time zones. The role involves collaboration with team members and translators across multiple countries.

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.