



TITLE Marketing and Communications Manager

REPORTS TO	CEO
DIRECT REPORTS	yes
CONTRACT:	Permanent
SALARY:	£30,000
HOURS:	Full-time, 37.5 hrs
HOLIDAYS	24 days, to include the period between Christmas & New Year, plus statutory bank holidays
LOCATION	Selly Oak, Birmingham, UK
KEY RELATIONSHIPS:	Philanthropy and Trusts Manager, Programmes Manager, external consultants, agencies and direct marketing suppliers, INF Nepal's Communication Team
GOR:	Yes

TEAM PURPOSE

The purpose of the Marketing and Communications Team is raising awareness about INF's work in Nepal, attracting new supporters and developing engaging communication strategies to maximise value of supporter relationships.

JOB PURPOSE

To raise the profile of INF's work amongst key audiences in the UK through the development and implementation of relevant communication and marketing strategies; and to deliver £355K voluntary income by 2022 generated through supporter acquisition and engagement programmes.

KEY RESPONSIBILITIES

- Provide direction to the team, undertake regular reviews and support the team's professional development
- Develop marketing and annual financial plans, report monthly on Key Performance Indicators, such as overall income, retention and acquisition targets; and provide quarterly income and expenditure forecasts
- Lead on media, PR, internal and external communications
- Manage INF UKs website and ensure that it is a fully integrated in INF UK's marketing mix and reflects INF's brand
- Oversee INF's social media strategy to achieve measurable outcomes in terms of raising awareness, cold leads conversion and increasing numbers of followers that convert to supporters

- Produce INF’s printed and digital publications, such as annual reviews, supporter magazines, newsletter and prayer resources
- Develop and implemented data-driven, personalised segment-specific supporter journeys and communication programmes to raise income from regular giving and single gift programmes, fundraising events and in Memory Giving
- Develop, test and implement cost effective LTV based acquisition strategies to attract new supporters
- Deliver a relevant and engaging communication programme to encourage prayer for INF’s work in Nepal
- Prospect for High Value and legacy supporters from the standard base of supporters to drive leads into developing programmes for the Philanthropy and Trusts manager
- Manage the marketing database/ CRM system, whilst ensuring that the use of data is compliant with GDPR and contact strategies compliant with Fundraising Standards
- Monitor and report on performance of communication programmes in order to continuously improve outcomes, particularly ROI. Develop test and learn strategies to optimise contact strategies to increase engagement and work at cost optimum
- Oversee supplier, agency relationships and freelance consultants to optimise use of external and INF’s internal creative resources to drive results from communication and marketing campaigns
- Ensure brand guidelines are correctly applied and Christian messages are integrated and reflected accurately and consistently

PERSON SPECIFICATION		
Qualifications	Essential	Desirable
Educated to degree level or equivalent	x	
Professional qualification in Fundraising or Direct Marketing		x
Member of the Institute of Fundraising and or the Institute of Direct Marketing		x
Experience & knowledge	Essential	Desirable
At least three years of experience in working in the charity sector	x	
Experience in managing staff, including capacity planning, objective setting and performance reviews	x	
Experience in managing budgets, developing marketing plans and forecasts	x	
Understanding of fundraising dynamics in the context of church relationships, Christian groups and faith-based audiences		x
Ability to establish a strong media presence by utilising key media contacts		x
Experience in working within a small office as the sole communication/ marketing expert		x
Proven track record in delivering acquisition and retention fundraising campaigns across multiple communication channels on time and to budget	x	
Demonstrable knowledge of online and off-line direct marketing, direct response techniques and social media	x	
Background in managing creative and/or direct marketing agencies from briefing process through to performance reviews	x	
Experience in managing websites and website content, ideally in WordPress	x	
Experienced in managing CRM applications and fundraising databases (i.e. Progress), including configuration and data integrity	x	
Skills and competencies	Essential	Desirable
Excellent numerical skills and the ability to analyse, interpret and use data for making commercial decisions	x	
Strong copy writing, communication and presentation skills and the ability to adapt tone and style of communication to diverse audiences	x	
Ability to evaluate the impact of creative across all media	x	
Evidence of successful project management skills to achieve results to timescale	x	

Personal attributes	Essential	Desirable
Approachable, supportive and able to build motivation within teams	x	
Flexible problem-solving approach and can-do attitude	x	
Able to prioritise effectively in order to successfully manage pressure and stress	x	
A confident decision-maker with the proven ability to get stakeholder buy-in at all organisational levels		x
A Christian with an active faith that permeates all aspects of life and professional work	x	
Willingness to travel, both within the UK and internationally, including Nepal		x