



A CAREER WITH IMPACT



from Franklin Graham

No matter what skills, talents, or gifts that God has given to us, everyone at Samaritan's Purse is deeply committed to sharing the Gospel and to ministering to hurting people in Jesus' Name.

If you want to combine your education, training, professional experience, and love for Jesus into a meaningful career, Samaritan's Purse may be the right place for you.

May God bless you as you seek God's will and calling on your life.

Sincerely,

A handwritten signature in black ink, appearing to read 'Franklin Graham', with a long horizontal stroke extending to the right.

Franklin Graham
President, Samaritan's Purse

HELP REACH THE WORLD IN JESUS' NAME

We are looking for motivated individuals who are called to serve the Lord and have a passion for sharing the Good News of Jesus Christ.

Mobilise your skills in a variety of areas such as finance, information technology, communications, and human resources to help make an eternal difference in people's lives through the power of the Gospel.

Samaritan's Purse provides comprehensive benefits packages for employees and an uplifting Christian atmosphere, including corporate prayer and devotional times each weekday morning, as well as special fellowship activities.

Whether based in the UK or internationally, our employees work together with churches around the world to help hurting people and their communities in Jesus' Name.

"If anyone ministers, let him do it as with the ability which God supplies, that in all things God may be glorified through Jesus Christ."

— **1 Peter 4:11 (NKJV)**



OUR MINISTRY PROJECTS INCLUDE:

- International Crisis Response
- Clean Water
- Animals, Agriculture & Livelihoods
- Medical Ministries
- Operation Christmas Child
- The Greatest Journey
- Women at Risk

See our current job openings and apply online at
samaritans-purse.org.uk/careers

MISSION

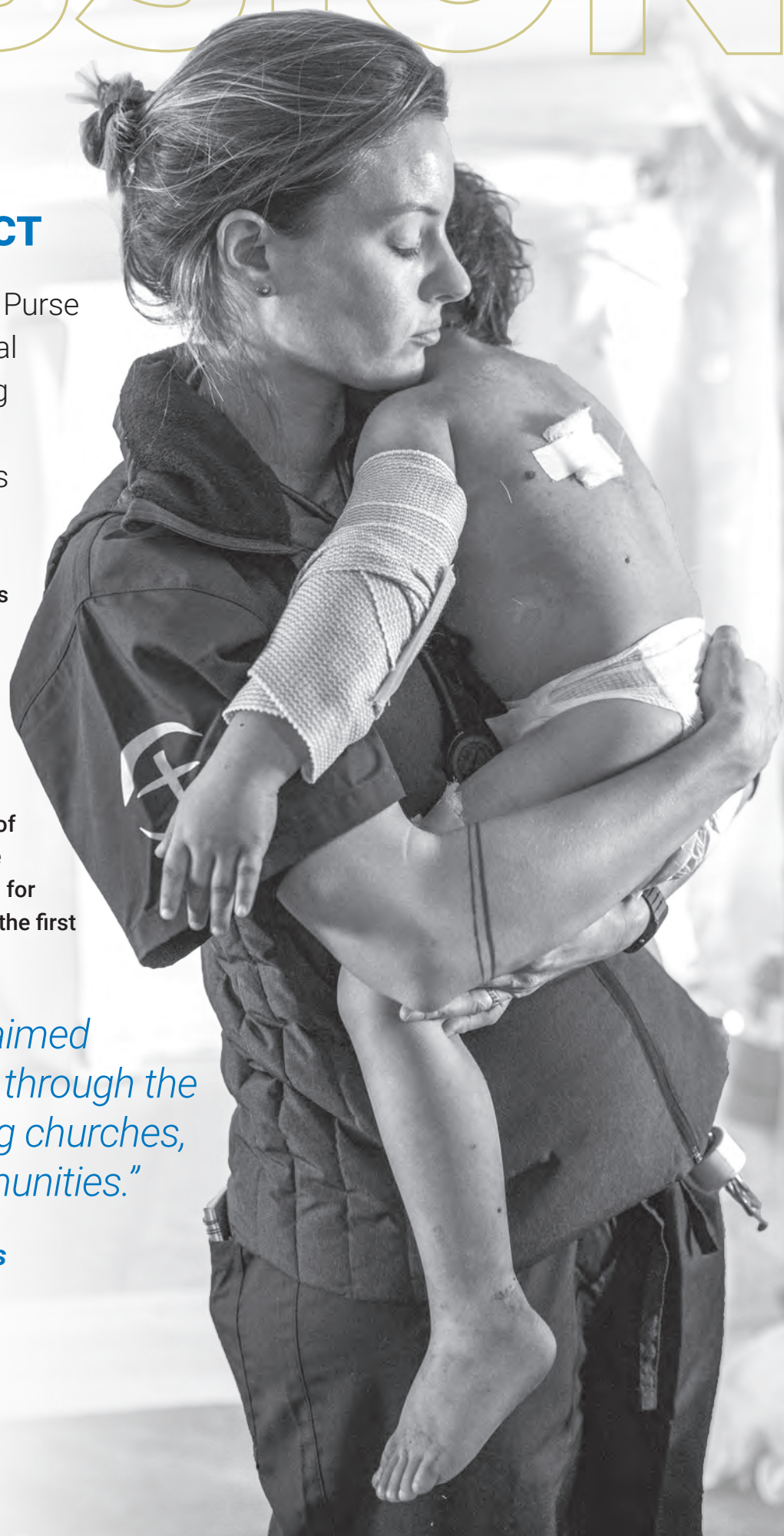
MAKING AN IMPACT

When you join Samaritan's Purse you become part of a global team committed to sharing the Gospel and meeting the critical needs of victims around the world.

Our faithful supporter base upholds the mission of Samaritan's Purse, and without them we would not be able to continue providing physical and spiritual help in Jesus' Name. As Paul says in Philippians 1:3-5 (NKJV), "I thank my God upon every remembrance of you, always in every prayer of mine making request for you all with joy, for your fellowship in the gospel from the first day until now."

"Everything we do is aimed at transforming lives through the Gospel, strengthening churches, and improving communities."

—Joni, International Projects





THIS IS HOW WE DO IT

In 2022-23, £10.47 million was raised for the ministry of Samaritan's Purse through fundraising activities.

From 2021-22 we have seen our income increase by 25% to £10.47m (2021: £8.37m) this was mainly through the generosity of gifts in kind and an increase in underlying cash donations and legacies.

4

Major disaster responses were undertaken.

23

Countries received staff deployments.

48

International and domestic programmes were delivered.

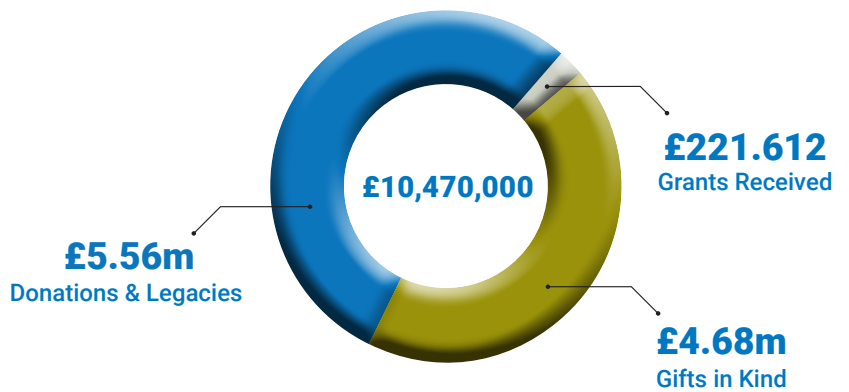
252,022

Operation Christmas Child shoeboxes were delivered to children in need.

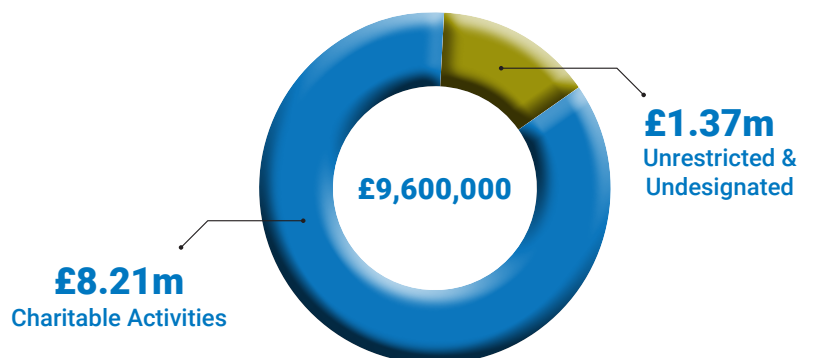
£10.47m

Was raised in support of our work through the generosity of hundreds of individuals and churches as well as trusts and legacies.

£ Income: 2021-22



Expenditure: 2021-22



Job Description

Job Title:	Marketing Manager
Department:	Communications
Reporting To:	Director, Ministry Advancement
Job Type:	Permanent / Full Time (35 hours per week)
Location:	Office Based in Coventry
Date Issued:	January 2024

1. Overview

Underpinned by compelling storytelling, creative ideation, and outstanding delivery, the Communications Department is responsible for increasing brand awareness, growing our network of supporters, and maximising income into the ministry. This allows us to increase the scope of our work and open new opportunities to provide spiritual and physical aid to hurting people around the world in Jesus' Name.

The Marketing Manager is responsible for the management of the Communications Team and relevant external suppliers, ensuring all projects and campaigns are delivered efficiently effectively, and to the highest standards across all our marketing channels. These channels include email, direct mail, digital and social media marketing (paid and organic), public relations, and traditional advertising.

Showing a strong understanding of new and existing audiences and under the direction of the Ministry Advancement Director, the Marketing Manager works in close synergy with the Donor Ministries Department to contribute to the strategic planning process and vision for Samaritan's Purse in the UK.

2. Position in the Organisation

- Member of Samaritan's Purse UK's Management Team
- Line manages the Digital Marketing Coordinator, Social Media Content Coordinator, Creative Artworker, and Copywriter.
- Collaborates with staff and departments at all levels throughout the organisation, including Operation Christmas Child, Projects, Donor Ministries, Donor Services, International Headquarters (IHQ) in the US, Affiliate Offices, and external vendors.

As Job Descriptions are for guidance and evolve over time, Samaritan's Purse International will review, amend, and update the Job Description, from time to time in consultation with the post holder.

3. Principal Responsibilities

People Management

- Line manages and develops the Communications Team, working closely with each specialist to ensure the creation and timely implementation of projects.
- Leads the Communications Team in devising and delivering fundraising and marketing initiatives that significantly contribute to the success of the UK Strategy, always working within the parameters of the Global Communications Strategy.

Marketing

- Understands ministry strategies and develops and recommends marketing communications projects and campaigns to help fund those plans, consulting with the Director of Ministry Advancement, cross-departmental stakeholders, and International Headquarters (IHQ).
- Determines appropriate targeting and segmentation of donor data based on strategic organisational and communications goals for the following purposes:
 - *Recommending audiences from the data for the purposes of sending external communication.*
 - *Writing audience data selections to obtain lists that accurately reflect the intended audience and comply with business rules and communications' best practices.*
- Manages the workflow of campaigns, artwork, design, and printing; exercises responsibility for independent planning, implementation; and oversight of special communications projects.
- Ensures ministry communications projects are implemented in a professional, timely manner, overseeing designed and written content, and working with internal and external partners to deploy campaigns.
- Oversees a mixed portfolio of communications and fundraising campaigns, from utilising and deploying internationally developed content, to developing bespoke UK led activity.
- Recommends and implements tactical communications projects that support key campaigns and fundraising goals, documents marketing plans and communications calendars which include, but are not limited to goals, objectives, tactics, and branding proposals.

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- Responsible for brand governance, including the consistent and compelling use of the SPI brand.

Media

- Manages and organises press and media opportunities.
- Ensures website content is updated and current.
- Oversees social media and Google Ads campaigns (strategic and tactical), both paid and unpaid. This includes overseeing the management of external suppliers/agencies.

4. Budgetary & Regulatory Controls

- Ensures the effectiveness of project results; analyses and recommends changes as appropriate.
- Manages the communications budget to ensure resources are used appropriately and within defined parameters.
- Coordinates assigned print projects through a range of suppliers, ensuring the highest quality and value for money and timely delivery within a given budget for print, mailings, specialty items, fulfilment, and advertising.
- Ensures all communications meet regulatory requirements including GDPR, Gift Aid and Fundraising Regulations.

5. Other Duties

- Works in close synergy with the Donor Ministries Department, Donor Services Department and Projects Team to ensure strategic objectives are achieved in a consistent and highly effective manner.
- Contributes to departmental planning and budgeting with informed forecasting and projections, working closely with other colleagues and departments to ensure successful delivery of the Ministry Development Strategy.
- Collaborates with colleagues across the organisation to understand the overarching needs of the charity and develop compelling and impactful cases for support.
- Actively participates in daily staff devotions and occasionally leads when required.
- Some travel required, normally within the UK and USA.

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- Occasional requirement to provide support to our sister ministry, the Billy Graham Evangelistic Association.

6. Experience, Skillset & Qualifications

- A committed Christian planted in a local church with a solid understanding of the Bible and its teachings, passionate about Jesus and the advance of the Gospel.
- Educated to degree level or equivalent in a relevant field, such as marketing, media, public relations, or business.
- 3-5 years of proven professional experience in management and marketing (within a non-profit and/or Christian organisation is highly desirable).
- Proven experience using CRM systems, email marketing platforms, and relevant analytical tools, such as Google Analytics and Facebook Analytics etc.
- A team player with strong communication, presentation, and relationship building skills.
- Self-motivated and action focused with excellent time management skills.
- Demonstrable experience of cross-organisational working and collaboration.
- Excellent English writing and comprehension skills, able to distil information and insights into professional reports for internal and external purposes.
- IT literacy with experience using MS Office products.

7. Occupational Requirement

As part of the Management Team, you would be expected to faithfully uphold the organisation in prayer. In accordance with the Equality Act of 2010 and due to both the nature and context of the role there is an 'occupational requirement' for the post holder to be an evangelical Christian. The job holder should be committed to the purpose of SPI and be able to demonstrate enthusiasm for the Christian purposes of the organisation and be able to live out, hold to, support, and contribute to its Christian ethos.

As well as maintaining a personal, active relationship with Jesus Christ you would be expected to demonstrate behaviour aligned with Samaritan's Purse's Mission & Vision Statement, Statement of Faith, policies, and expectations.

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APPLICATION PROCESS

If you are interested in this vacancy, please send a covering letter and your CV via the website samaritans-purse.org.uk/careers laying out clearly how you would meet the requirements for the role.

Roles at Samaritan's Purse International have an occupational requirement that the post holder be a committed Christian who assents to the Samaritan's Purse Statement of Faith and Code of Conduct.

As we work in the Humanitarian Sector or have roles which are involved with people in crisis, we follow a 'safer recruitment' model which requires all applicants to complete an application form. This will be sent to you if you succeed with our first level of screening. Many of our roles require a DBS check.

All applicants have to show they have the right to work in the UK.

If you have any queries about the role or anything to do with the application process please get in touch with us at:

hr@samaritans-purse.org.uk

We look forward to hearing from you.





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