



## JOB PROFILE

<b>Job Title</b>	<b>Project Management Specialist – Marketing</b>
<b>Reports to</b>	<b>Marketing Development &amp; Communications Manager</b>
<b>Department/Team</b>	<b>Marketing</b>
<b>Responsible for</b>	<b>No Line Management Responsibilities</b>
<b>Location</b>	<b>Compassion UK, Weybridge, Surrey</b>

### Introduction

In response to the Great Commission, Compassion UK exists as an advocate for children, to release them from their spiritual, economic, social and physical poverty and enable them to become responsible and fulfilled Christian adults. This entire purpose is embodied in the phrase:

***Releasing children from poverty in Jesus' name***

Compassion UK is a Christ-centred organisation committed to the Church. As such, we value:

- Integrity
- Excellence
- Stewardship
- Dignity

**Christ centred** – We confess that Jesus is the Christ and He is Lord of our lives and of the ministry. Our love of Jesus compels us to love others as He commands and to honour Him in all that we do.

**Committed to the Church** – The Church is the great hope for the world and is God's instrument to advance the Kingdom of God. We mobilise and connect the global Body of Christ to fulfil her mandate for holistic discipleship of children in poverty.

### Job Purpose

To provide support to the Marketing team in order to effectively maintain and promote a correct and positive reflection of the name and brand of Compassion, as well as implementing, managing and analysing campaigns.

### Key Outcomes

1. Promote and maintain CUK's Christian Ethos and Values;
2. Implement, manage and analyse campaigns;
3. Provide marketing support including project management of the Annual Report;
4. Direct mail marketing.

## Core Responsibilities

### 1. Promote and Maintain CUK's Christian Ethos and Values

- Actively live and work in accordance with the Christian ethos and values of the organisation at all times, actively demonstrating the practical outworking of these values and taking personal responsibility for how your individual attitude and actions impact on the Christ centred working of Compassion;
- Actively participate in the spiritual life of the organisation in the following ways:
  - Model Godly character in all aspects of conduct;
  - Pursue and maintain your Christian faith through ongoing personal spiritual development and a personal relationship with God;
  - Contribute in Christian praise, worship, prayer and biblical reflection during collective prayer times, joining with colleagues in praying for the work of the organisation;
  - Provide support and spiritual encouragement to colleagues, in line with biblical principles;
- Assist in ensuring that services provided actively promote, maintain and articulate the Christian ethos and values as laid out in our Covenant Charter, Statement of Faith, Core Values and Ethos Statement;
- Assist in promoting inclusivity within the organisation, so the organisation continues to champion diversity whilst maintaining a clear Christian distinctive.

### 2. Implement, manage and analyse campaigns

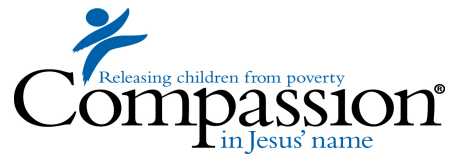
- Support the Marketing Development & Communications manager in delivering end-to-end marketing campaign including implementation, managing and analysing of annual campaigns.
- Produce external and internal marketing activity plans for your campaigns.
- Analyse data to ensure the right audiences are receiving the right messages at the right time.
- Deliver agreed marketing activities on time, within brand guidelines and budget allocation.
- Create comprehensive briefs and liaise with external design agency in order to produce high quality, compelling materials.
- Ensure marketing activities and messages for the campaigns are integrated across all available marketing channels to produce cohesive messaging.
- Evaluate campaign effectiveness and ROI.
- Manage stake-holder relationships

### 3. Provision of marketing support including project management of the Annual Report

- Manage and oversee the development of ad hoc marketing collateral as required.
- Project management of the Annual Report including data sourcing.
- Assist with preparation of disaster fundraising appeals.
- Proofread various communication pieces and source images.

### 4. Direct mail marketing

- Brief and liaise with design agency to create compelling direct mail collateral.
- Analyse, test and optimise direct mail marketing strategy for Compassion UK.
- Work with Database Analyst to segment database and identify target audiences.



**This job profile is not intended to be exhaustive but merely a guide to the main areas of responsibility. Any substantial changes to this job profile will be discussed fully with the post holder.**

## Person Specification

<b>Christian Ethos</b>	<b>Essential</b>	<b>Desirable</b>
Active Personal commitment to the Christian Faith with the ability to promote the Christian ethos of Compassion UK and enable others to experience, explore and express the faith based motivation of its work	✓	
In agreement with and committed to respect and work within Compassion's Christian mission, values and faith statements	✓	
Willing and able to pray for supporters and colleagues	✓	
<b>Qualifications &amp; Experience</b>	<b>Essential</b>	<b>Desirable</b>
GCSE English and Maths or international equivalent	✓	
Minimum 1 year marketing project management experience	✓	
Experience in print-based and online marketing collateral	✓	
High level of computer literacy including Outlook and Microsoft packages	✓	
Qualification in Marketing or Communications		✓
Experience in direct mail marketing		✓
Previous experience with online systems such as CRM, CMS, email		✓
Copywriting experience		✓
Experience in creating comprehensive, creative marketing briefs		✓
Stakeholder management experience		✓
<b>Attributes</b>	<b>Essential</b>	<b>Desirable</b>
A deep sense of personal connection to Compassion's ministry to children in poverty and an eager desire to play a part in accomplishing its mission	✓	
An ability to perform to a high standard, add value and contribute in a meaningful way; eagerly desiring to go above and beyond to accomplish outcomes with excellence and enhanced productivity and performance	✓	
Well-developed time management and project management skills	✓	
Able to work with a varied and unpredictable workload	✓	
Ability to analyse data and produce post-campaign reports		✓
Excellent organisational skills with the ability to multi-task and work to agreed deadlines with a high level of accuracy and attention to detail	✓	
Excellent written and verbal skills	✓	
Strong stakeholder management skills	✓	
Exceptional interpersonal skills with the ability to build strong and meaningful relationships internally and externally	✓	
Desire to learn about marketing trends and innovation	✓	
Ability to use initiative	✓	
A personal alignment with the values of integrity, excellence, stewardship and dignity; with an ability to reflect these values through work ethic, decision making, conversation and in relationship with others	✓	
An ability to be creative, innovative and flexible; exploring change, providing new and useful ideas and approaches to your work	✓	
A team player who recognises the benefits of collective effort and mutual cooperation; fully committed to working with others, exchanging information and making choices to build consensus and achieve shared goals	✓	



An ability to extend kindness, consideration and respect in all circumstances; exercising compassion and grace toward self and co-workers to encourage an environment that benefits everyone and supports Compassion's Christian ethos and mission	✓	
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## Information for Applicants

Job Title	Project Management Specialist - Marketing
Salary Range	£29,290 - £33,330 pa
Hours of Work	35 Hours per week – Monday – Friday 9.00 – 17.00
Travel	Not required except for occasional meetings and training events

### Salary & Benefits:

- Compassion UK operates a salary grading system (linked to performance), where each staff member has the opportunity to move up an increment within their grade during their first seven years in post. This takes effect in July of each year, when an annual cost of living change is usually also applied.
- Benefits include full health (AXA PPP) and dental insurance (Denplan) for all staff on satisfactory completion of their probationary period.

**Annual Leave – Full Year:** All employees will be entitled to 5 normal working weeks annual leave a \*year (pro rata), plus normal bank holidays (pro rata). It will be compulsory for up to 5 (or relevant pro rata) days of that entitlement to be held in reserve and taken during the 'Christmas Period' when Compassion UK close their offices, this is usually around 21 December to 1 January each year. (\*Year = 1 January to 31 December)

**Pensions:** There is a non contributory pension scheme.

**Learning and Development:** Compassion UK seeks to enable each individual to develop to their full potential through a comprehensive performance review process and ongoing opportunities to develop within their role and through external and internal training as applicable. All new staff will be given a comprehensive induction.

**New Staff Service:** Six month probationary period with three month review.

**Internal Appointments:** Performance review at three and six months.

**Statement of Faith:** Compassion is a Christian organisation. The post holder will be part of the Marketing and Engagement Department, which supports the main Christian activities of Compassion. This includes the transference of the Christian ethos internally and externally. One area of the interview will therefore explore your active **personal commitment to the Christian Faith** and ability to promote the Christian ethos of Compassion and enable others to experience, explore and express the faith based motivation of its work. All applicants for any role in Compassion UK should be able to agree to respect, uphold and commit to working within Compassion UK's Christian faith based ethos, faith statements and values and for this post be able to agree with the Statement of Faith (as referred to in the Application papers).

**Applicants with disabilities will be welcomed.**