



Job Description

Marketing Manager, Part-Time

St Columba's House

Accountable to:	Chief Executive
Salary:	£36,000 pro rata for 22.5 hours to 30 hours per week.
Liaises with:	Chief Executive, Finance Manager, the Lay Chaplain and the Front of House Administration team
Line Management:	Line managed by the Chief Executive
Hours:	22.5 to 30 hours per week. The hours will be worked to a mutually agreed pattern sometime between 8.30am to 5pm Monday – Friday. Annual holiday entitlement is 28 days pro rata.
Job purpose:	Maximising the marketing of St Columba's House and its activities to existing and potential clients. Driving more business from existing clients and bringing new clients into St Columba's House.

Key tasks:

General

- Working with the Chief Executive to maximise usage of St Columba's House by religious, charitable and non-religious guests.
- Promoting the House Programme series of events effectively.
- Work with the Chief Executive on developing and delivering new strategic marketing planning and projects.

- Ensure that all marketing messages are on brand and reflect the nature of St Columba's House and the sensitivities of its main audience.
- Manage our third party providers such as Eventbrite, our CRM, Mailchimp, Donation Station, Stripe, WP Simple Pay, etc.

Website

- Using WordPress, ensure our existing website is up to date and attractive at all times.
- Make changes to copy, images and functionality as needed.
- Work with our hosting agency to ensure the website is maintained and functions across mobile and desktop devices and is secure.
- Ensure Google optimisation of existing website and any new alterations.
- Monitor Google analytics and data from our website host to monitor and report effectiveness.
- Manage and regularly update the Google Business Profile
- Manage and update the Google Ads campaigns

Social Media

- Continually update Facebook, LinkedIn, Instagram & YouTube with regular content.
- Create posts which are appropriate and engaging and include relevant tags, collaborations, etc.
- Manage Facebook/Instagram advertising campaigns, ensuring they come in on budget.

E-Newsletter

- Using Mailchimp, work with the Lay Chaplain/Programme Co-ordinator to produce and distribute a monthly (and occasional specials) e-mail newsletter advertising events at St Columba's House.
- Manage the Mailchimp account, which drives these newsletter posts, using segmentation as required to target specific groups.

Promotional materials

- Prepare promotional materials including in-house programme information, posters, event flyers, general promotional items, external banners, etc.
- Develop new promotional materials which may include display materials, mailings, targeted promotional offers, print advertisements, giveaways, etc.
- Commission printing of materials and tender printing to ensure cost-effectiveness.
- Occasional management of print advertising in selected publications.

Data Capture

- Oversee the smooth running and regular updating of our CRM system (Microsoft Power Apps) including widening our mailings list of contacts by gathering data on existing clients and new visitors.
- Manage the Mailchimp online e-mail marketing list and ensure it is integrated into other data systems, including the CRM system.

- Work with our existing systems for data management and investigate improved systems for future implementation.

Strategic Projects

- Working with the Chief Executive, developing projects for new marketing or fundraising opportunities
- Specific audience targeting – e.g. local business, young people, free churches.

Other tasks

- Commission professional photo shoots when necessary and take pictures of particular events and groups as required.
- Generate and edit video content for use on the social media outlets, and specifically on YouTube.
- Create suitable opportunities throughout the calendar year to promote St Columba's House via themed video projects.
- Manage, design and regularly update all internal signage and information boards within St Columba's House
- Provide cover for other staff during holidays and sickness
- There are opportunities for interested staff to develop special interests that will enhance the work of St Columba's House, provided that the general duties of the post continue to be achieved.
- Any other appropriate tasks that may from time to time be delegated by the Chief Executive.