

Job Description

Digital Marketing Lead

Hours:	Full time (37.5 hours per week)
Line Manager:	Head of Marketing & Communications
Team:	Marketing & Communications
Location:	Easneye site at Ware, Hertfordshire (hybrid working would be considered)
Salary:	£26,523 per annum

All Nations Christian College has been leading the way in cross-cultural mission training for over 60 years. We provide a flexible undergraduate programme validated by The Open University, alongside specialist short courses and a well-established postgraduate programme for mission leaders. Based in the UK, north of London, we are an independent, evangelical, interdenominational Bible college welcoming students from all over the world. Our mission is to serve the global church by training disciples of Jesus Christ for mission in a multicultural world.

Role Overview and Main Responsibilities

One of the main areas of this role is to improve the Digital Marketing systems of the college. This involves managing multiple projects and supervising other team members within their roles. The postholder will also work alongside the CEO to develop and implement a new marketing strategy to enable ANCC to achieve its vision and mission globally. This will include shaping the Marketing and Communications team to support the stakeholder journey for students, partners and donors.

- Enhancing the digital systems of the college for the purposes of marketing
- Work collaboratively with the CEO and Marketing & Communications team to ensure new marketing assets are designed and produced for optimal results
- Generating leads for new applicants, students, partners and donations to the college, optimising our efficiency, and maximising opportunities for engagement.
- Manage the website development project which includes the improvement of the college website for marketing purposes, and improving the User Experience (UXP) ensuring that it is optimised for search engines
- Manage team members for the maintenance and development of the college's website, SEO, user journey experience, and website assets
- Support and collaborate with the Social Media officer to ensure digital marketing across our platforms, including LinkedIn for digital community engagement.
- Monitor and review performance of digital marketing channels for analytical reporting and making recommendations for improvement.
- Email marketing across stakeholder groups to support recruitment and engagement for the college. This includes the management of Mailchimp and ensuring Donorfy data is up to date.

- Direct marketing to students and partners for college courses, training options, collaborative design, delivery and lifelong learning. This may include digital marketing via website, social media, email, content marketing, print marketing and campaigns.
- Developing a digital marketing campaigns calendar and system for use within the team including the implementation of campaign briefs and tracking of campaigns across ANCC products
- Play an active role within the team to help at promotional events, including national exhibitions and conferences, at the college and elsewhere
- Assist the team with organising college open days and other promotional events (graduations, multicultural evenings, carols at Easneye etc).
- Work creatively with the team to continue to develop strong relationships with ANCC alumni through digital communications, and maximising opportunities for engagement
- Fully participate in All Nations community activities when possible

What We're Looking For

Qualifications and Skills

Essential	Desirable
Educated to at least degree level	Master's Degree in a relevant subject
Excellent written and verbal communication, skills and able to promote the college	
Excellent IT skills in mainstream office, digital media technology, and CRM	
Assist in the development of improved business processes	
Able to use initiative and multi-task	
Strong organisational and prioritisation skills	
Excellent attention to detail	
Decision-making capability	
Holder of a clean UK driving licence	
Project management skills and experience	

Experience

Essential	Desirable
Experience in a similar role	Experience of working in an academic environment.
Attending events on behalf of the employer and generating opportunities	Providing training to staff

A track record of working independently on projects and handling a wide variety of activities.	
Demonstrated proactive approaches to problem-solving with decision-making capability.	
Knowledge of best practice in data management, GDPR, CRM systems, digital media	

Aptitude and Values

Essential	Desirable
Friendly and approachable - able to relate sensitively and well to those of other cultures	Networking – can develop and sustain a network of personal contacts and information sources which can provide external expertise on role-related matters
A resourceful team-player, with the ability to also be extremely effective independently	A heart for Christian cross-cultural mission
Calm under pressure	Works with grace and a sense of humour
A 'servant heart'	
A creative thinker, able to work in a changing environment	
Diplomatic with the ability to manage the expectations of others.	

Other Information

- There is a genuine requirement for this role to be filled by a committed Christian who is passionate about cross cultural mission and fully able to articulate the overall purpose as well as the detail of the College's mission, from a personal faith basis.
- All Nations Christian College is committed to safeguarding children and adults at risk from abuse and neglect. We expect all staff who work with us to share this commitment, and staff will be required to be checked with the Disclosure & Barring Service (DBS).
- Working hours at college are 8.40am - 5.10pm. Occasional weekends and evenings will be required in this role eg for events
- Holiday: 30 days per annum (pro rata) plus 6 of the 8 bank holidays when they fall on a normal working day.
- ***Applicants must have the right to work in the UK***

Benefits

- Employer pension contributions of 8%. A salary sacrifice scheme option is also available.
- Life Assurance of three times salary
- Employee Assistance Programme
- 30 days holiday per annum plus bank holidays (excluding the May bank holidays) plus the days the College is closed between Christmas and New Year.
- Free, freshly prepared lunch at the College on your working days on site.

To apply for this role:

To apply for this role, please send us your CV and a covering letter explaining how your skills and experience are relevant, and why you are the ideal candidate for this post. Email hr@allnations.ac.uk

If you have a disability and wish to request a reasonable adjustment at any stage of the recruitment process, please contact hr@allnations.ac.uk

(Applications will be reviewed as received, and early applications are encouraged.)