

Marketing Manager

Hours/week: 5 days per week (full-time), we're open to considering 4 days

This Position is: Freelance/contractor working from home. Ideally applicants will live within a time zone that is conducive to working with a line-manager who is based in the UK.

Travel: This position will require some international travel.

For more information please contact: Lucy McDonald: lucy@generositypath.org

To apply: Please send your CV, a cover letter and a statement of faith to Lucy. We love that our Generosity Path team come from all over the world and speak numerous languages. Please be aware that within our organisation the common language is English so applicants need to have excellent oral & written English skills.

Please note: There is a Genuine Occupational Requirement for the job holder to be a practising Christian, we're looking for someone with:

- *A vibrant and active Christian faith: this is essential for the credibility and performance of this role*
- *A secure understanding of the Christian faith and ability to engage people in faith issues specifically regarding generosity*

GENEROSITY PATH

Generosity Path shares the message of biblical generosity and encourages people to embrace a lifestyle of giving. To date, our retreats have brought together thousands of givers in more than 80 countries across the globe. Our vision is that God's people will experience the words of Jesus – that it is more blessed to give than to receive – and become known around the world for their joyful and sacrificial giving.

Since we are fully and privately funded, we are able to create safe and inspiring environments for people to talk about money and possessions without any concern that there will be an appeal for funds.

We believe God will use Generosity Path to catalyze life-change as we facilitate more experiences that transform givers' lives. To do so we need to be actively building fruitful relationships with strategic people around the world, leading them to engage with our work at increasingly deep levels as God moves their hearts.

Marketing Manager

Objective: Support the sustainable growth of the Generosity Path brand on a global scale, through the development and delivery of best-in-class products and marketing campaigns and built upon strong audience insight.

Reports To: Product & Marketing Director

Support the use, development and growth of the Generosity Path brand

- Work as part of a team to clearly communicate the Generosity Path brand across all products, marketing campaigns and communications.
- Support the embedding of the Generosity Path brand by championing its implementation across the organisation, including volunteer networks.
- Support the ongoing development of the Generosity Path brand as required.

Develop and utilise audience and sector understanding and insight

- Develop and maintain a curiosity to better understand our target audience(s), building and sharing key insights relating to brand and product that lead to growth.
- Work with, and across, the regions to build contextual understanding of target audiences that supports the further development of brand and product.
- Use metrics and testing to continuously improve the product experience(s).

Deliver high quality products through ongoing development and innovation

- Manage day-to-day delivery of the product experience.
- Define and implement projects to support the ongoing enhancement of the end-to-end customer experience.
- Deliver best-in-class, compelling content and tools (printed and video) to continually improve the product experience(s).
- Work closely with the Operations and Growth teams to ensure appropriate and timely contextualisation of products across the regions, to increase impact.
- Ongoing development of the product to multiply the number of new JOGs and hosts created through each event.
- Lead and support the delivery of product innovation projects as required.

Develop and deliver marketing campaigns in line with the strategy

- Develop and deliver cost-effective, multi-channel marketing campaigns to support the ongoing growth of the brand and product(s).
- Work closely with the Operations and Growth teams to ensure appropriate and timely contextualisation of marketing campaigns across the regions, to increase impact.

Key member of Product & Marketing team supporting organisation wide objectives

- Where required, support the Growth team in development of strategic partnerships, working both to release the JOG and safeguard the brand.
- Work closely with the Operations team to ensure technical understanding and support of a market-leading product.
- Oversee the effective use of the allocated budgets to support tactical and strategic objectives.

Deliver the appropriate administrative support to the P&M team and wider organisation as required

- Assist the team with content updates to web, printed and other materials as appropriate.
- Support the delivery of internal communications as required.

Experience

Essential

- Minimum of 3-5 years' experience in brand and product strategy and marketing
- Demonstrable experience of
 - product development (renovation) to meet consumer need
 - leading and working with third parties to deliver high-quality content creation, including video, podcast and printed materials
 - generating and utilising data-driven audience insight
 - delivery of online and offline marketing campaigns
 - managing budgets to deliver an agreed goal
- Able to work well as part of a global, cross-functional team, working closely with Field and Operations teams for shared success

Preferred

- Management and delivery of global products, including translation and contextualisation
- Identification, onboarding and management of third-party consultants and agencies to deliver against an agreed brief
- Product innovation to meet consumer need
- Leading cross-functional teams to deliver key organisational campaigns and projects

Person Specification

- Strong and active Christian faith
- Generous:
 - passionate about the Generosity Path mission
- Curious:
 - as to what makes people tick and how brand / products can meet perceived needs
- Self-starter:
 - able to work from own initiative in disciplined manner
- Critical thinker:
 - able to use both qualitative and quantitative data in decision-making and problem solving
- Creative:
 - an eye for what looks good
- Emotionally intelligent:
 - aware of who they are and how to adapt when part of a team
- Hungry:
 - to grow in their faith, career and personal development
- Global perspective:
 - excited by cultural and contextual difference