

Post	Digital Marketing Manager
Responsible to	Director of Fundraising and Communications
Team	Digital Marketing Team
Group	Fundraising and Communications
Grade	G
Contract	Permanent
Hours	35hrs per week, hybrid with 40 per cent at CMS House

The organisation you'll be joining

Welcome to Church Mission Society, where we are passionate about God's mission and eager to see more and more people become followers of Jesus. For 227 years CMS has been at the forefront of global mission, living out the gospel of Jesus, seeing lives changed and communities transformed across the globe. Often in ways we could not have anticipated.

Founded by William Wilberforce and other members of the Clapham Sect group of activists in 1799, today CMS supports hundreds of people and partners in mission working together across Africa, Asia, Latin America, Europe and the Middle East. We also train UK Christians for creative, ground-breaking mission in Britain.

From empowering marginalised people to reach their God-given potential to standing in solidarity with people whose faith makes them outsiders in their culture to discovering creative ways to share the hope of Jesus, CMS is at the cutting edge of mission, displaying the love of Jesus to many people who might not have believed he was for them.

In recent years, we've undertaken a prayerful review of our organisation, in order to discern our mission call for this generation. In the process we have rediscovered and been re-inspired by the pioneering spirit of our founders. Those joining the CMS global mission community today will find a diverse group of people that have been reinvigorated with a fresh vision to join together to make disciples of Jesus among people at the edges, both in the UK and around the world.

Jesus spent much of his time with people at the edges, and that's where we want to be too.

Church Mission Society invites people at the edges of church, the edges of society and the edges of our comfort zones to follow Jesus and play a part in his story. Come with us to the edges and discover God at work in ways you might not have expected.



Our culture

At CMS we work hard to ensure that every member of staff is valued, supported and encouraged to continually learn and develop their skills. We rely upon God's presence, wisdom and grace and therefore, prayer is central to everything we do.

Our vision

To see our world made new by the love of God as we follow Jesus to the edges.

Our purpose

We exist to make disciples of Jesus at the edges.

Our core values

Pioneering. Relational. Faithful. Evangelistic.

Your role

This new fundraising and communications group role provides a critical digital marketing function to execute and optimise our multi-channel marketing, fundraising and communications strategies. We are looking for a skilled practitioner who thrives on directly managing campaigns, analysing data and implementing innovative marketing tactics that galvanise new supporter acquisition and increase donations.

As the digital marketing manager, you will be the driving force behind our SEO, PPC, email and social media campaigns, personally crafting and optimising strategies that expand our brand presence and generate income. You will be launching new products and services while building brand recognition through your direct digital expertise and execution.

Your relationships

There are four teams in the fundraising and communications group: philanthropy, digital marketing, church engagement and brand, content and media.

This role reports to the fundraising and communications director and leads the digital marketing team which consists of:

- Digital engagement lead
- Database management lead
- Digital and social media officer
- Supporter care and events officer

There is close working relationship with other colleagues in:

- Brand, content and media team to support content creation and branding.
- Philanthropy team to engage with major donors and trusts/foundations.
- Church engagement team to engage with church leaders and individuals.
- The finance and resources group in managing queries relating to giving.



Your responsibilities

Digital strategy and campaign planning

- Develop and implement an integrated digital marketing strategy that drives supporter acquisition, donor retention and brand visibility.
- Feed digital insights and agile planning into the overarching fundraising and communications group strategy.
- Collaborate cross-functionally with philanthropy, church engagement, brand, content and media, and finance and resources teams to align digital initiatives with organisational targets.

Digital leadership and budget management

- Line manage and develop the digital marketing team.
- Act as the hands-on subject matter expert for core digital tools, including Google Analytics, CRM, email deployment platforms and social media platforms.
- Manage digital marketing budgets, allocating expenditure across channels to optimise spend and maximise return on investment.
- Lead the ongoing development and functional enhancement of CMS external websites and internal digital communication platforms.

Campaign and content execution

- Oversee and directly execute multi-channel digital acquisition and engagement campaigns across PPC (Google, Bing, LinkedIn), SEO and social media platforms.
- Lead targeted email marketing campaigns and automated donor journeys (e.g., welcome sequences, legacy giving, emergency appeals) in collaboration with fundraising leads.
- Oversee creative development, campaign copywriting, landing page design and digital asset optimisation to drive organic growth and conversions.
- Lead the digital launch of new fundraising products, services and brand awareness campaigns.
- Conduct competitor analysis and market research to identify new digital growth opportunities.

Performance, analytics and governance

- Track, analyse, and report on campaign performance across owned, earned and paid channels using Google Analytics, Search Console and CRM tools to deliver actionable insights.
- Lead A/B testing, user experience (UX/IA) enhancements and data-driven optimisations to improve conversion pathways and supporter journeys.



- Ensure all digital platforms, emails and content comply with W3C accessibility standards, GDPR, PECR, Charity Commission and Fundraising Regulator guidelines.
- Establish and manage digital governance policies, safeguarding protocols and security procedures to protect CMS personnel, partners and reputation.

Other

Ensure the safety and security, and respect the rights, of all staff, partners and supporters.

- Understand and follow CMS safeguarding policies.
- Understand and follow security procedures for all public materials and content, to keep mission personnel and strategic partners safe.
- Ensure supporter information remain confidential to CMS and that all data relating to them is maintained and processed in compliance with the General Data Protection Regulation (GDPR) UK, Data Protection Act 2018, and Privacy and Electronic Communications Regulations (PECR).
- Hold and maintain a good understanding of the Institute of Fundraising Code of Fundraising Practice and how it pertains to your role.

Carry out any additional duties commensurate with the role as required by your line manager.

Values and behaviours

All CMS line managerial roles are expected to manage and lead in accord with CMS's values and behaviours. In doing this, a CMS manager should display managerial competencies and approaches which support these values and behaviours as well as the building of a culture which sustains the success of the new CMS organisational strategy. In particular, CMS gives priority to:

- Developing a learning culture
- Developing a safe culture (which embeds safeguarding in all we do)
- GDPR compliance
- Cross-team working
- Diversity and inclusion
- Embedding mission spirituality across CMS
- Empowerment and coaching
- Creativity and innovation



Person specification

Digital Marketing Manager

	Essential	Desirable
Qualifications	• Qualification in Digital Marketing or Fundraising or equivalent experience. • Google Ads and Analytics certifications (or equivalent experience).	• Adobe Professional • CIM Diploma in Professional and Digital Marketing.
Experience	• Experience building and leading digital marketing teams, responsibility for teams, campaigns and budgets across multiple business cycles. • Agile digital content planning for complex markets/matrix and business cycles; contribution to broader strategic digital investment and projects. • Hands-on subject/technical expert in the primary digital marketing and analytical tools (CRM i.e., ThankQ/ Raisers Edge/ Access Charity, Google Analytics, social media data). • Demonstrated expertise in connecting web content and brand experience across owned, earned and paid channels to drive user acquisition. • Proven track record of aligning CRM capabilities with CX/user journeys and delivering UX/IA enhancements that balance usability, accessibility and conversion. • Digital compliance and governance expert (W3C, CMA/ GDPR/ GDS) – content management, creation and stewardship.	• UK charity or not for profit experience. • UK church experience.



	• Project management and process management experience within a digital environment. • Experience in management and development of social media channels, content and growth – especially growing channels such as Facebook, YouTube and Instagram. • Experience with marketing automation platforms (i.e., HubSpot, Marketo or similar).	
Skills and abilities	• Professional digital skills and knowledge; creating, editing and deploying content for multiple channels – web, blog, podcast, video, social media, etc • Excellent organisation, project management and planning skills, with the ability to prioritise workload managing competing demands • Advanced proficiency in Google Ads, Facebook Business Manager, LinkedIn Campaign Manager. • Advanced level proficiency in CRM integration and management. • Advance proficiency in email marketing software such as MailChimp or similar. • Expert-level understanding of Google Analytics, Tag Manager and Search Console. • Proficiency with AI tools like ChatGPT, Claude, Gemini etc for content and campaign optimisation. • Knowledge of YouTube and Instagram advertising and campaign management. • High proficiency in using analytical and sentient tools to evaluate and enhance supporter and donor journeys.	• Strong copywriting skills for ads, landing pages and email campaigns.



Knowledge and understanding	• Strong SEO knowledge with examples of successful organic growth campaigns. • Basic HTML/CSS knowledge for landing page optimisation. • Understanding of GDPR, data protection law and email privacy/security regulations.	• Awareness of the Fundraising Code of Practice.
Disposition	• Ability to handle a number of tasks simultaneously, and work well under pressure. • Data-driven mindset with strong analytical capabilities. • Self-motivated with ability to manage multiple campaigns simultaneously. • Passion for staying current with digital marketing trends and platform updates.	
Other	• A committed and practising Christian committed to CMS's values and aims • A minimum of two days per week office presence. • Compliance with CMS's safeguarding policy and subject to pre-employment checks, signed self-declaration and basic disclosure may be requested.	



Terms and conditions

Digital Marketing Manager

Conditions, including but not limited to the below:

1. The appointment is subject to satisfactory references, safeguarding checks and a probationary period of six months.
2. **Salary:** The post is within Grade G of the CMS salary scales; starting at £42,840 per annum with further salary advancement opportunity. Salaries are reviewed annually at the beginning of February.
3. **Expenses:** Expenses incurred in connection with work in accordance with established regulations will be paid.
4. **Pension:** There is a group personal pension scheme applicable to your employment and you are entitled to participate in this scheme subject to the rules of the scheme. You will be automatically enrolled into the scheme, however there is an opt-out option. The employer's contribution is 5 per cent while the employee's contribution is 3 per cent of the pensionable salary. In addition, CMS will match your additional contribution (over the min 3 per cent) up to an additional 5 per cent. The life insurance scheme provides a death in service benefit of four times the basic pay.

Those eligible for pension rights under the Clergy Pensions Measures administered by the Church of England Pensions Board may continue to qualify for those rights.

5. **Work base:** This is an office-based post and this will be your centre for the purpose of claiming travelling expenses if appropriate. Under the CMS hybrid working policy, you may work from home for up to 60% of your contracted time per week but we reserve the right to require you to work full-time in the office if necessary.
6. **Holiday entitlement:** Annual leave is 28 days pro rata, of which up to 3.5 pro rata are to be taken between Christmas and New Year, plus statutory bank holidays.
7. **Notice:** Three months' written notice on either side is required for the termination of the appointment after the probationary period.
8. **Time off in Lieu (TOIL):** For attendance at events TOIL will be given for weekend and evening working.