

MARKETING OFFICER



Application Pack

Church Pastoral Aid Society
Registered charity no 1007820
A company limited by guarantee, registered in England no 2673220
Registered office: CPAS, Sovereign Court One (Unit 3), Sir William Lyons Road,
University of Warwick Science Park, COVENTRY CV4 7EZ

Thank you for considering the post of Marketing Officer at CPAS.

About CPAS

CPAS is one of the key organisations shaping the future of the UK Church. Its residential holidays influence the lives of thousands of young people each year. Its leadership training and patronage work are shaping the current generation of church leadership. CPAS' role in the UK is unique, long-standing and influential within the Church of England and its evangelical constituency.

Our founders' aim was clear, to take the gospel 'to every person's door, with a single eye to the glory of God' which has meant that our work has always been in partnership with local churches. Currently we focus on training, patronage and the residential holidays we run for young people. We value our rich heritage and partnerships across the evangelical constituency, and seek to be biblical, missional, prayerful and Christ-like in all we do.

Looking towards 2025, our prayer and aspiration is to see:



The three main areas of our work are:

- Ventures and Falcons: for 8-18's to explore life with Jesus on our holidays and school residential.
- Leadership: resources, events and programmes to develop leaders at all levels in local churches.
- Patronage: supporting the appointment process for clergy in more than 700 churches.

About this role

We are seeking a committed, effective and engaging Marketing Officer to join our busy Fundraising and Communications Team. The ideal candidate will enjoy working in a collaborative team environment, will be responsible for planning and executing high-quality communications, and will be able to develop and deliver effective multichannel marketing plans that promote our services and activities, resulting in improved awareness, great supporter experiences and increased financial support. You will be joining us at a great time, as we look to strengthen and grow our team.



ROLE PROFILE

RESPONSIBLE TO: Marketing and Brand Manager.

KEY WORKING RELATIONSHIPS: Supporters, churches, members of the public, Fundraising and Communications team, wider CPAS teams and senior colleagues.

JOB PURPOSE: To develop and deliver effective multichannel marketing plans that promote our services and activities, resulting in improved awareness, great supporter experiences and increased financial support.

CORE TASKS

- **Plan and deliver communications for key audiences**
 - ◇ Engage customers through bespoke mailings promoting CPAS resources and events.
 - ◇ Develop and deliver marketing plans to promote the work of Patronage, Leadership Development and Ventures, Falcons and School Ventures.
 - ◇ Represent CPAS' Christian vision and values in the above communications.
- **Content creation for digital channels and postal mailings**
 - ◇ Work with the Marketing and Brand manager to plan, write, edit and proof read content for a wide range of online and offline materials in a way that remains consistent with CPAS' Christian ethos.
 - ◇ Monitor and report on event bookings, resource sales and holiday bookings, and collaborate on strategies to increase these.
- **Help manage audience data for Fundraising and Communications purposes**
 - ◇ Create and run data selections, queries and reports relating to supporter journeys, including fundraising appeals and CPAS event promotions.
 - ◇ Update CRM records to ensure individual records are up to date.
- **Represent CPAS to supporters and the public**
 - ◇ Act as a key point of contact for CPAS supporters and the public, being a representative for CPAS and its Christian values and vision. This will include representing CPAS at conferences and other events, and engaging with a range of senior stakeholders.

OTHER REQUIREMENTS

- Contribute to the spiritual culture of the team.
- Participate in the prayer life of CPAS.
- Occasional UK travel, including attending conferences and events. This could require residential stays. A full, clean UK driving license is essential.

PERSON SPECIFICATION

KNOWLEDGE AND EDUCATION

Essential:

- Qualified to degree level or equivalent relevant, accredited qualifications, e.g. CIM.

Desirable:

- A good working knowledge of CRM databases, ideally in a fundraising environment.
- A good working knowledge of data protection and fundraising regulations.
- Some understanding of evangelical churches, ideally within the Church of England.

SKILLS

Essential:

- High standard of written and spoken English.
- Able to provide high quality relevant content.
- Can work on their own initiative, meeting objectives and deadlines under pressure, with attention to detail.
- Creative, coming up with strategic solutions and effective in follow-up.

EXPERIENCE

Essential:

- At least a year's experience of creating and delivering effective marketing plans leading to increased engagement, ideally in a fundraising or sales environment.
- Experience of creating excellent marketing/communication materials which deliver great supporter/customer experiences.

Desirable:

- Experience of managing a variety of suppliers such as creative agencies, printers and mailing houses.
- Experience of supporter welcome and development journeys through online and offline channels, including social media.
- Experience of data analysis within marketing/communication plans.

PERSONAL QUALITIES

Essential:

- Committed to high standards of customer service, efficient delivery and clear communication.
- Enjoys working in a collaborative team environment.
- A committed Christian, an active member of a local church and in agreement with the [CPAS Basis of Faith](#)*.

*CPAS is a Christian agency, working to support churches across the UK and Republic of Ireland. Due to the nature of the role there is an Occupational Requirement that the postholder is a committed Christian under Part 1 of Schedule 9 of the Equality Act 2010, an active member of a local church, and in agreement with the [CPAS Basis of Faith](#).



TERMS AND CONDITIONS

1. **Location:** The role will be based in the CPAS offices in Coventry. CPAS has a flexible working policy and it may be possible to work from home up to two days per week, subject to making an application.
2. **Salary:** £27,701 per annum, subject to an annual pay review.
3. **Contract:** This is a permanent appointment. It is subject to an initial six month probationary period and the usual ongoing CPAS appraisal process.
4. **Pension:** CPAS provides a pension scheme with a minimum of a 4% matched contribution to the Church of England Lay Workers Scheme. It is possible to increase this to 9%.
5. **Hours of work:** This is a full-time appointment of 37 hours per week. CPAS operates a flexible working policy.
6. **Holiday:** Annual leave entitlement is 33 days. This entitlement is inclusive of bank and public holidays, and there are, in addition, three days of paid leave between Christmas and New Year when the CPAS office is closed. The holiday year begins on 1 January each year.
7. **Employee Assistance:** CPAS provides free access to Health Assured, the employee assistance programme.
8. **Start date:** To start as soon as possible.
9. This post will be subject to a Basic DBS check and all staff are expected to undertake safeguarding training and be able to articulate how their role supports the safeguarding culture within CPAS.

You must have evidence of your right to work in the UK.

HOW TO APPLY

Please complete the application form and ensure you demonstrate how you meet the requirements of the person specification. Please also complete and return the Declaration of Suitability form. Please note we cannot shortlist your application unless you supply the additional information.

Applications should be sent by email to recruitment@cpas.org.uk.

CLOSING DATE AND INTERVIEWS

Applications will be reviewed on a rolling basis and interviews scheduled as appropriate. Early applications are encouraged.

If you have any questions about the role or about CPAS, don't hesitate to get in touch with David, our Head of Fundraising and Communications at diskoppek@cpas.org.uk.