

Job description

Living Faith Marketing Officer

Who we are

The Bible Reading Fellowship (BRF) is a Christian charity that is passionate about enabling people of all ages to grow in faith and understanding of the Bible. BRF resources the spiritual journey of individuals and the mission and ministry of local churches.

The role

Main purpose: To promote BRF's resources through marketing and promotional activity

Reporting to: Head of Marketing & Communications

Location: BRF office, Abingdon with the possibility of some homeworking

Hours: Part-time (30 hours per week)

Salary: £20,000 pa (£25,000 fte)

Main areas of responsibility

- Assist in delivering and growing direct sales of all BRF resources by maximising marketing and promotional opportunities
- Create add and maintain content on the BRF Online shop
- Maintain apps and day to day admin of the BRF Online website
- Grow sales and customer engagement on the BRF Online shop
- Create content and format text into a Mailchimp email template for direct and trade customers
- Create and develop marketing content including catalogues, leaflets, and contribute content for web and social media
- Develop and deliver a direct mail strategy to BRF's direct customers and supporters
- Report on the effectiveness of direct marketing activities
- Plan and deliver promotions, offers and competitions (including trade promotions) in collaboration with the Digital Marketing Officer
- Engage the BRF team in publicity and promotion of resources and events
- Provide telephone and email support for trade and direct customers
- Be involved in planning and attending events and exhibitions

Skills and experience

Essential

- Excellent communication skills, both written and verbal. Including:
 - Creative copy-writing skills
 - Ability to write for different audiences
 - Excellent telephone manner

- Experience of using social media for marketing purposes
- Experience of using website platforms such as Shopify, Wix or Wordpress
- Proficient in Microsoft Office
- Organised, flexible and a good team player
- Ability to prioritise a varied workload and meet deadlines
- Strong commitment to the aims of the organisation

Desirable

- Previous marketing experience
- Previous project management experience - able to plan, implement and review projects
- Ability to analyse and report on sales/marketing data and trends

Benefits

- 28 days' holiday per annum, including Bank Holidays
- Auto enrolment pension scheme (8% employer contribution, 3% employee contribution)
- Private Health Insurance (after successful completion of probation period, subject to underwriting)
- Flexitime scheme (after successful completion of probation period)

There is an occupational requirement that the role be held by a Christian, as defined by the Equality Act 2010.

To apply, please email your CV together with a covering letter outlining how you meet the skills and experience required to Sara Sheerin at sara.sheerin@brf.org.uk.

Closing date: Monday 19 April at 9:00 am

Interview date: Thursday 29 April 2021