

Job description

Marketing Officer

Who we are

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 & Strategic Relationships

Location: BRF office, Abingdon/Home-based (but able to travel to the Abingdon office as required)

Hours: Full-time (37.5 hours per week)

Salary: £25,000 pa

Main areas of responsibility

- Assist in delivering and growing direct sales of all BRF resources by maximising marketing and promotional opportunities
- Add and maintain content on the BRF Online shop, design banners and other graphics
- Add and maintain all products on the BRF Online shop, set-up discounts and promotional codes, market restrictions, maintain categories and ensure a regular flow of blogs
- Maintain apps and day-to-day admin of the BRF Online website; provide technical support to customers and the BRF Supporter Services team when necessary
- 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, write and develop marketing content for catalogues and leaflets, and contribute content for web and social media
- Develop and deliver a direct mail programme to BRF's direct customers and supporters
- Grow Bible reading notes subscribers through acquisition and retention programmes
- Promote the concept of Holy Habits and develop promotional campaigns to churches
- Report and analyse 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 sales information to trade and direct customers
- Provide email and telephone support to direct customers (and trade customers when needed)
- Liaise with Marston (BRF's distribution centre) to resolve any trade queries or issues
- Manage trade standing orders and returns for Bible reading notes with Marston

- Be involved in planning and attending events and exhibitions; provide authors and speakers with graphics and social media posts to promote books or events through their networks
- Provide social media content about resources and authors to the Digital Marketing Officer and those who manage ministry social media channels
- When necessary, assist in working on projects and tasks that are not resource specific

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
- Previous sales and marketing experiences
- Experience of providing customer support
- Experience of using social media
- Experience of using website platforms such as Shopify, Wix or WordPress
- Proficient in Microsoft Office
- Experience of using Mailchimp or other email marketing software
- Experience of using Canva or other similar software to create graphics
- 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 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 (increasing to 33 days after five full years' service)
- Additional three days off between Christmas and New Year
- Auto enrolment pension scheme (8% employer contribution, 3% employee contribution)
- Private Health Insurance (after successful completion of probationary period)
- Flexible working opportunities; TOIL scheme
- Employee Assistance Programme
- BRF is an accredited Living Wage employer

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

To apply, please complete the application form and return to peopleadmin@brf.org.uk

By applying for this role, you agree to BRF processing your personal data supplied in your application for the purpose of recruitment and selection. For further details regarding how BRF processes personal data, please visit brf.org.uk/privacy-policy



Closing date: 12:00 pm on Friday 18 March 2022

Interview date: Tuesday 29 March 2022