

Head of Marketing - SAINT

REPORTING TO: Executive Director

WORKING HOURS: Full-time, Monday to Friday

SALARY: Dependent on experience

BASED IN: SAINT HQ, Hackney Central, East London, with some flexibility.

CONTRACT: This role is offered on an initial one-year contract, which may be subject to extension.

SAINT is a fast-growing and diverse church meeting across multiple East London locations, with a vision to bring hope to the people of East London in Jesus' name. SAINT is part of the Church of England, and is comprised of multiple East London parishes. We are on a mission to see thousands of people connect with Jesus in the years ahead, and build a meaningful and hope-filled expression of local church that will serve the community in a healthy way. SAINT also oversees RENAISSANCE, a new ministry dedicated to releasing creativity in the church around the world.

The Head of Marketing of SAINT will principally work as part of a small, cross-functional creative team, as led by SAINT's Creative Director, to provide marketing leadership across SAINT, with RENAISSANCE Global as a core function. The role owns the campaign thinking behind SAINT & RENAISSANCE's biggest moments, and marketing of RENAISSANCE events around the world is a key focus of the role, alongside significant SAINT campaigns, reaching audiences far beyond our own channels. The role also oversees the key platforms that underpin this work, including the website, email and databases, and brings clear project management discipline to how the Studio Team plans and delivers its work.

Core responsibilities will include:

- **Marketing Strategy:** Develop the annual marketing strategy for SAINT and RENAISSANCE Global, clarifying audiences and audience segments, and shaping positioning, messaging and campaign narratives.
- **Renaissance Events & Ticketing:** Take ownership of the marketing and promotion of RENAISSANCE events around the world as a key focus of the role, building and running the campaigns that drive awareness, registrations and ticket sales for each event and tracking sales performance against targets throughout the lead-up, including management of the RENAISSANCE social media accounts (including @renaissance.movement on Instagram and TikTok) and YouTube channel.
- **Media & Capture Team Management:** Oversee media and capture teams for RENAISSANCE events around the world, ensuring photography, videography and livestream needs are properly resourced, briefed and delivered to a high standard.
- **Campaign Planning & Delivery:** Build launch and growth plans for SAINT & RENAISSANCE's biggest moments, such as Joint Prayer Gatherings, Awakening Leaders, Black History Month, Christmas and key Sundays, coordinating web, email, social, film and design requirements and managing big campaign timelines.
- **Ideation & Delivery for Big Moments:** Own both the ideation and delivery of effective marketing and ticket sales campaigns for SAINT & RENAISSANCE's biggest moments, from initial creative concept through to on-the-ground execution, ensuring each moment lands with strong reach, registrations and sales.
- **Platform Ownership:** Oversee SAINT's key marketing platforms and infrastructure, including the website, email marketing systems, ticketing platforms and databases/CRM, ensuring they are properly set up, maintained and used effectively to support campaigns, manage audience data and track conversion.

- **Partnerships & Reach:** Develop partnerships and promotional opportunities that extend SAINT's reach beyond its own feeds and channels.
- **Insight & Reporting:** Track cross-platform reach, conversion and engagement, including ticket sales and registration data, reporting insights and recommending improvements to keep campaigns sharp and effective.
- **Renaissance Identity:** Ensure RENAISSANCE Global has a coherent public identity across all campaigns, channels and events worldwide.
- **Project Management of Campaigns:** Bring hands-on project management experience to the running of SAINT and RENAISSANCE campaigns, setting clear timelines, milestones and ownership so that every campaign is delivered on time and to a high standard.
- **Studio Project Management:** Support the Studio Team's project management: scheduling meetings, tracking briefs and deadlines, making sure actions are moving, supporting a healthy and communicative Studio culture, and holding the team to a sprint model with clear timelines and goals. The Head of Marketing will play a crucial role in the Studio Team, led by the Creative Director, and will work with colleagues across SAINT.

The successful candidate will be able to demonstrate a range of qualities and experience, including:

- Being a committed Christian in full sympathy with the aims and values of the ministry of SAINT, committed to a tradition of contemporary worship, a vibrant prayer culture, and the ministry of the Holy Spirit.
- Proven experience working in a similar role in a church context.
- The ability to relate to and care for people from a variety of cultural, socio-economic, and age backgrounds.
- A heart for mission and ministry in a diverse, urban inner-city context.
- A passion for seeing creativity released in the church.
- Proven relevant marketing experience, including strategic thinking, campaign planning and multi-channel delivery.
- Proven project management experience, with a track record of planning and running marketing campaigns to clear timelines and deadlines.
- Proven social media management experience, including growing and managing Instagram, TikTok and YouTube accounts.
- Proficiency in the Adobe Creative Suite is essential, along with working familiarity with Mailchimp, WordPress and database/CRM management.
- Proficiency in video editing for social media is essential, including use of Adobe Premiere Pro or similar.
- Proficiency in the use of AI tools to support marketing, content and campaign work.
- A commitment to excellence in safeguarding thought, leadership and practice.
- Excellent organisational and interpersonal skills.
- Impeccable written English.

Other essential requirements of the role include:

- A flexible and good-natured attitude to work, adaptability, and comfort operating in a high-change environment.
- A good sense of humour, and commitment to pray.

- There is an occupational requirement that the job-holder is a Christian under Part 1 of Schedule 9 to the Equality Act 2010.
- Safeguarding: conditional offers will be made pending the successful completion of an enhanced DBS check which will be processed by SAINT.