

# Job Description

## About Premier

Premier is the UK's Christian media mission agency. We exist to help people encounter God through media and experience renewal.

Ultimately, we believe encountering God transforms us into the image of Christ, which is the destiny of all believers. We want to catalyse renewal in the nation through renewal in the Church, by the renewal of individuals transformed into the likeness of Christ.

## Premier's Approach

We aim to lead people to an encounter with God through thoughtful content, accessible distribution, and effective communication strategies. Our content is rooted in Biblical truth and serves Christians from all backgrounds, addressing real-life issues head-on. We ensure quality delivery by using the best technology and the most convenient platforms, supported by impactful campaigns and strong brands designed to engage our audience.

Our decision-making process begins with listening - to the Holy Spirit, our audience, and each other - and is guided by wisdom, strategy, data, and God's word. We focus on what bears fruit, pruning what does not, and rely on a talented team of employees, advisers, and partners working together.

Through a dual transformation approach, we strive to both maximise and enhance our current work, while actively exploring new ways to innovate for the future.

## Premier's Culture

Ultimately, our culture is shaped by our Christian ethos and our role as a media organisation. When we use our values to make decisions, we make a deliberate choice to focus on what is important to us.

When our culture is embodied in our actions, it creates the environment for success, sets the tone for our organisation and helps to provide the best experience to those we serve.

## Premier people are ...

- Honest:** We tell the truth, admit mistakes and share credit
- Loving:** We serve, look after, forgive and encourage one another
- Excellent:** We create top quality work and strive to get things right
- Creative:** We find innovative ways to achieve our mission and solve problems
- Dynamic:** We adapt quickly to changing circumstances



Job Title:	Head of Digital Marketing
Department, Team:	Digital
Location:	Hybrid (London office and Home)
Contract type:	Permanent
Working hours:	Full-time Standard hours: 9.15am - 5.15pm
Reporting to:	Chief Digital Officer

### Purpose of the role

The Head of Digital Marketing is responsible for bringing transformation across all digital marketing strategies, campaigns and brand initiatives to drive audience and donor acquisition and retention for Premier’s key projects and events. Reporting to the Chief Digital Officer and supported by a strong team, this entrepreneurial role ensures alignment across departments, making strategic decisions that support Premier’s growth and engagement.

### Role Overview

- **Digital Strategy & Campaign Leadership:**  
Shape and deliver integrated digital strategies and campaigns that drive audience growth, engagement, and align with organisational objectives.
- **Technical Delivery & Platform Management:**  
Oversee the technical and operational delivery of digital marketing initiatives, ensuring seamless integration, process efficiency, and platform optimisation.
- **Team Leadership & Development:**  
Lead, mentor and develop the digital marketing team to cultivate innovation, collaboration, and continuous professional growth.

## Duties and Responsibilities

### Digital Strategy & Campaign Leadership

- Devise and lead strategies to deliver success across online audience growth and ensure optimal user engagement, acquisition, and retention.
- Develop and own the lead generation strategy to maximise opportunities across all digital touchpoints.
- Oversee the development, implementation, tracking, and optimisation of all digital marketing campaigns across email, search, social media, and emerging channels.
- Lead strategic discussions with brand heads to align marketing initiatives and ensure the success of all digital campaigns.
- Plan and control the budget for all digital marketing initiatives.

### Technical Delivery & Platform Management

- Liaise with the data team to ensure technical delivery of campaigns and implement processes and workflows to ensure flow of data to other systems and departments.
- Utilise project management tools to lead campaign completion, ensuring timely task assignments and cross-department collaboration.
- Collaborate with the technology team to resolve platform issues and guide the integration of third-party platforms.
- Oversee the strategic development of microsites and landing pages for projects, campaigns, and events, ensuring brand alignment and optimal performance.
- Create and manage marketing automation programs for both email and SMS channels.

### Team Leadership & Development

- Mentor and develop the digital marketing team, fostering a culture of knowledge-sharing, continuous learning, and effective delegation.

**Note:** This job description is not exhaustive. It acts as a guide and may be amended to meet the changing requirements at any time after discussion with the postholder.

# Person Specification

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## Qualifications and experience

Essential:	Desirable:
<ul style="list-style-type: none"> <li>• Educated to a degree level in the area of Digital, Marketing or Communications</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<ul style="list-style-type: none"> <li>• Proven working experience in digital marketing for minimum 5 years</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<ul style="list-style-type: none"> <li>• Experience leading and managing search, email, social media and/or display advertising campaigns</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<ul style="list-style-type: none"> <li>• Experience in identifying target audiences and devising digital campaigns</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>

## Skills and abilities

Essential:	Desirable:
<ul style="list-style-type: none"> <li>• Email marketing and automation technology</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<ul style="list-style-type: none"> <li>• Paid social media advertising and search marketing</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<ul style="list-style-type: none"> <li>• Web analytics</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<ul style="list-style-type: none"> <li>• Project Management</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<ul style="list-style-type: none"> <li>• Excellent technical skills within digital marketing</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<ul style="list-style-type: none"> <li>• Interpersonal and influencing skills</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<ul style="list-style-type: none"> <li>• A demonstrated ability to communicate at all levels</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<ul style="list-style-type: none"> <li>• Analytical with excellent attention to detail</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<ul style="list-style-type: none"> <li>• Good at working as part of cross functional team</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>

## Other requirements

- The post-holder must demonstrate a commitment to Premier’s mission to help people encounter God through media.
- The post-holder will work in a Christian context and will deal with Christian organisations and ministries for most of the time; therefore, it will be necessary for the post-holder to have a personal relationship with God.
- You will need a good understanding of the Christian community and personal understanding and experience of the Christian faith to enhance your effectiveness in

the role.

- Premier staff are required to regularly attend all-staff meetings and devotions where we share what God is doing through Premier and spend time praying for our work.
- Premier's Hybrid working approach allows staff on 'hybrid' contracts, by agreement with their line manager, to split their working time between their home and Premier's offices. The amount of time working in each location will be based on the requirements of the role. There are a number of occasions each year when all staff are required to meet in person e.g. Summer and Christmas gatherings.

Make a **Premier**  
lasting Impact

