



**WAVERLEY  
ABBAY**

**Title:** Digital Marketing Assistant

**Location:** Waverley Abbey, Farnham, UK (Hybrid Working)

**Job Type:** Part-time | 4 days

**Reporting To:** Head of Marketing & Communication

**Salary:** £22,000-25,000 | FTE

### **About Waverley Abbey**

At Waverley Abbey, we've got an important job to do: to extend and build the Kingdom of God through encounter with Him, through education, engagement and enterprise — for spiritual and cultural renewal for this generation and generations to come.

### **Job Purpose**

As a Digital Marketing Assistant at Waverley Abbey, you'll play a crucial role in supporting the Marketing & Communication department by executing digital marketing strategies, campaigns and projects. Your primary focus will be on setting up and maintaining paid social media, email campaigns, Google AdWords and other digital marketing activity. By doing so, you'll contribute to increasing brand awareness, driving engagement, and expanding our reach to both existing supporters and new audiences.

#### **Paid Social Media Ads Management**

Execute paid social media advertising campaigns across platforms such as Meta, LinkedIn and TikTok. Monitor campaign performance, optimize ads for maximum ROI, and provide regular reports to the team.

#### **Email Campaign Set-Up**

Assist in the creation and implementation of email marketing campaigns, including list segmentation, content creation, and scheduling. Ensure emails are optimized for, and reporting on, deliverability, open rates, and click-through rates.

#### **Digital Marketing Activity**

Support the execution of other digital marketing activities including but not limited to, SEO optimisation, Google AdWords, website management, and organic social media. Monitor activity performance is optimised for maximum ROI, and provide regular reports to the team.

#### **Brand Management**

Support the implementation of the organisation's brand guidelines across all digital marketing activities. Ensure consistency and alignment with brand values, messaging and visuals.

#### **Support Strategy Development**



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Support the development and execution of marketing strategy and campaigns that significantly increase brand awareness, drive engagement, and expand our reach to both existing supporters and new audiences.

### **Collaborative Working**

Work closely with the Digital Lead and other team members to contribute to a positive, collaborative, and supportive environment within the Marketing & Communication team. Provide technical guidance and support to team members regarding digital marketing tools and platforms, that fosters a culture of continuous learning and development within the team.

### **In addition**

Any other reasonable tasks that may be requested by your line manager or as required by the needs of the organisation.

### **Personal Specification - Essential**

- A passion for digital marketing and a keen interest in utilising digital channels for marketing.
- Basic understanding of paid social media advertising platforms (e.g., Facebook Ads Manager) and email marketing tools (e.g., Mailchimp).
- Strong communication skills and the ability to work effectively in a collaborative team environment.
- Excellent organisational skills with the ability to manage multiple tasks and meet deadlines in a fast-paced environment.
- Knowledge of or interest in Christian charities and organisations.

### **Personal Specification – Desirable**

- A qualification in digital marketing, or relevant field.
- Experience in working with paid social media advertising platforms (e.g., Facebook Ads Manager) and email marketing tools (e.g., Mailchimp).
- Experience working in a marketing context for Christian charities and organisations.