

BECAUSE LONDON NEEDS JESUS



WE ARE LOOKING FOR A  
**MARKETING MANAGER**  
**FIXED-TERM CONTRACT**





## ABOUT LONDON CITY MISSION

We long to see Jesus known by people on the margins. God's message of salvation is for everyone, but His heart for the marginalised is especially clear in scripture.

London is home to many whose daily experience is rejection, helplessness and shame. People overlooked, struggling, and pushed to the edges of society—lacking not just resources, but status, connections, community and hope.

It's clear in the Bible that God has a heart for those who are marginalised—whose physical poverty reveals their helplessness before Him. It's in this place of need that Jesus meets us, inviting us to repentance and hope.

Yet in London's most deprived communities, people are least likely to hear this invitation. Jesus is a forgotten name, a myth, or a mystery.

And yet, nearby—sometimes just around the corner—sits a source of eternal hope: the local church.

The church is God's plan to share the gospel, a light to the world. It holds incredible potential to reach those so often forgotten—to go into the streets, seek the broken, and call them to the feast of God's kingdom.

That's why we come alongside churches across London—to encourage, equip and support them to step into their God-given purpose.

Following the Spirit's leading, we help build sustainable missional teams that form deep, lasting connections. We support intentional relationships, where Christians share their faith and demonstrate it practically.

People from marginalised backgrounds belong in God's family. So we help churches become places where anyone can grow and thrive.

All we do is rooted in prayer and dependent on the Holy Spirit. We pray many will hear the gospel, follow Jesus, and invite others to do the same.

# OUR VALUES

All of this is done in line with a set of values that LCM have developed to shape the way we work and relate with each other, with the Church and with the people and communities we engage with. Our values are set out below.

We are passionate about sharing the love of God and good news of Jesus Christ with the least reached in London, and to do this in partnership with churches. To help us do this, we have developed a set of values which shape the way we work and relate with each other, with the church and with people in the communities we engage with:

## **ROOTED IN CHRIST**

**Prayerfully dedicated to doing God's will and living His way, according to His word**

## **CHRIST-LIKE LOVE**

**Looking not to our own interests but to the interests of others because we are united as brothers and sisters in CHRIST**

## **GOD-GLORIFYING EXCELLENCE**

**Pursuing the best that we can be to glorify God and serve each other in all we do**

## **SPIRIT-INSPIRED COURAGE AND PERSEVERANCE**

**Standing firm, pushing through, paying the price for the sake of Christ and the gospel**







# STATEMENT OF FAITH AND CONDUCT

As Evangelical Christians we accept the following doctrines which we regard as crucial to the understanding of the faith, and which should issue in mutual love, practical Christian service and evangelistic concern:

- The revelation of the triune God given in the Scriptures of the Old and New Testaments and the historic faith of the Gospel therein set forth.
- The sovereignty and grace of God the Father, God the Son and God the Holy Spirit in creation, providence, revelation, redemption and final judgment.
- The divine inspiration of the Holy Scripture and its consequent entire trustworthiness, clarity and supreme authority in all matters of faith and conduct.
- The universal sinfulness and guilt of fallen man, making him subject to God's wrath and condemnation.
- The substitutionary sacrifice of the incarnate Son of God as the sole and all-sufficient ground of redemption from the guilt and power of sin, and from its eternal consequences.
- The justification of the sinner is solely by the grace of God through faith in Christ crucified and risen from the dead.
- The illuminating, regenerating, indwelling and sanctifying work of God the Holy Spirit.
- The priesthood of all believers, who form the universal Church, the Body of which Christ is the Head and which is committed by His command to the proclamation of the Gospel throughout the world.
- The calling of all Christian people to a life of holiness and prayer according to the Holy Scripture.
- The expectation of the personal, visible return of the Lord Jesus Christ in power and glory.

# HOW TO APPLY

To find out more about this role, and how to apply, please contact Charisma who will be handling all applications for this role on behalf of London City Mission.

Your application, which should include a CV and covering letter explaining clearly your suitability for this particular role.

**Closing date for applications: N/A – applications are being reviewed on receipt and interviews will be conducted on a rolling basis.**

**When a suitable candidate is found the role will close, so please apply without delay to avoid disappointment.**

**Charisma can be reached at the following:**

**Contact person:** Nick Thomas

**Email:** [info@charismarecruitment.co.uk](mailto:info@charismarecruitment.co.uk)

**Phone:** [01962 813 300](tel:01962813300)

Your application should be submitted through the [Charisma Charity Recruitment website](#).

For shortlisted candidates the selection process will include two stages, each involving a panel interview with senior LCM colleagues who will prayerfully assess and seek to discern the selection of the right candidate.

Further details of the interview process and dates will be sent to short-listed candidates.



# MARKETING MANAGER

## JOB DESCRIPTION

**Department:** Communications and Marketing

**Reporting to:** Director of Communications and Marketing

**Responsible For:**

**Job level:** Manager, one direct report

**Location:** Based at our London Office at 175 Tower Bridge Road, with flexible and working-from-home options

**Hours:** Full-time, 40 hours per week (4 days a week considered)

## Overall Purpose of the Role

As part of LCM's 5-year strategy, we want to build our external profile, doubling our core audience, promoting more of our materials and resources, reaching new and wider audiences through a broad range of media channels, and inviting people to take part in sharing the gospel with people on the margins of society.

- Deliver the marketing and PR plans in support of LCM's strategic objectives to raise awareness externally and provide opportunities for people to follow LCM and get involved, envisioning and equipping the Church for mission.
- Implement tactically effective marketing of LCM training and engagement events such as conferences, open days and the annual thanksgiving service. Facilitate, guide and advise on the marketing of fundraising events, providing insights and collaborating with colleagues to improve results.
- Provide marketing support, advice and guidance for a wide range of LCM staff seeking to publicly market events that will help build up the church for urban mission.
- Work collaboratively and cross-functionally with other departments and teams to promote and market resources and materials to key stakeholders, including Christian press, conferences, churches and individual Christians.
- Identify and make the most of opportunities to secure a voice on third party primarily Christian platforms; in person, audio/video or in print/digital.
- Work in conjunction with the Communications Team to ensure the timely creation of content that will support the future marketing and promotional plans and seasonal themes. This will optimise

the opportunities that may arise from content that emerges as part of the business-as-usual work by the team.

- Manage ad-hoc projects and contribute to organisational wide projects as delegated by the Director of Communications and Marketing.

The Marketing Manager has a key role in promoting LCM to range of external Christian stakeholders to bring more churches and individual Christians on board, envisioning and equipping the Church for mission and evangelism to the least reached communities of London.

It is therefore necessary that the post holder be an evangelical Christian in order to reflect the beliefs of LCM and to engage effectively with key stakeholders.

## Summary of Main Responsibilities

### Marketing

- Work with the Director of Communications and Marketing to develop and implement Marketing and Public Relations plans.
- Lead and work with the Senior Communications Officer to deliver the digital marketing plan, with KPI's around driving up reach and audience following, and growing engagements from that following.
- Support the Communications Team to grow subscriber lists to emails and publications, as well as visits to our website, through promotion of materials, resources and media appearances.
- Apply a highly data-driven approach to marketing, reporting, analysing, evaluating and amending plans as appropriate. Keep track and share key findings, data and analytics of promoted materials, producing reports of key findings to build on effective marketing campaigns.
- Work closely with other departments to develop events marketing strategies and plans to promote and showcase our events. Manage and oversee LCM's advertising, as well as the marketing and advertising budget.
- Build and maintain relationships with key media contacts and pitch articles and press releases to them. Showcase speakers and writers through articles and interviews (radio and TV) to build trust, support and credibility; develop briefs for speakers and writers as appropriate.

### Customer Relationship Management (CRM)

- Lead and support the implementation of LCM's new CRM model, Microsoft D365, where it relates to Customer Insights and Journeys, and Contact Management, with a particular focus on building emails, segments, journeys and compliance profiles.
- Support the Communications Manager to manage consent preferences for marketing purposes.
- Take a lead on training the Communications Team to work with Microsoft D365 in the relevant areas, with particular responsibility for the Senior Communications Officer.



- Work closely with other departments, including Ministries, Fundraising & Supporter Partnerships and Church Engagement, to develop the marketing and promotion of events, projects, campaigns and appeals across all relevant platforms and to relevant audiences through Microsoft D365.
- Build subscriber lists to emails and publications, as well as maintaining an up-to-date list of press and PR contacts on the CRM system.
- Use D365 to create reports and analysis of KPIs, keeping track of and sharing key findings, data and analytics of key marketing and promotional channels to build on effective marketing campaigns.

## **Messaging**

- Support the Director of Communications & Marketing to:
  - Provide appropriate direction on media messaging to key staff and senior spokespeople throughout the organisation, working closely with colleagues from other departments for theological input on messaging.
  - React to appropriate news events quickly to present a trusted response.
  - Manage communications response in external crises in London and beyond, where LCM needs to have a voice.
- Facilitate development of other Marketing Communications materials as required, including:
  - Printed materials
  - Display materials
  - Ad hoc organisational publications, such as annual reports
  - Training resources

## **Leadership and line management**

- Lead, develop and manage the marketing team, including having monthly one-to-ones and performance appraisals with direct reports. The post holder will have one direct line management responsibility: Senior Communications Officer.
- Support the rest of the Communications team to market and promote materials, resources and events as required.
- Provide support in aspects of work and spiritual life as appropriate.
- Champion cross-functional working and lead cross-functional projects as required.
- Act as an ambassador for LCM in partnership initiatives and events.

## **Other**

- Fully participate in the prayer, worship and fellowship life of LCM, including corporate prayer events and conferences involving Christian worship, prayer, Biblical teaching and fellowship.
- Participate in and lead team prayer times.
- Champion and role-model LCM's values, including encouraging prayer and servant-heartedness.
- Responsible for own on-going spiritual health.
- Ensure the collection and use of all personal information throughout the content production and distribution process follows internally agreed consent processes and guidelines, and is aligned with General Data Protection Regulation principles and practice.



- Assist the Director of Communications and Marketing with any other communications and marketing activities and projects as required.

## Person Specification

### Qualifications and experience:

#### Essential

- Demonstrable and successful experience in communications or marketing management
- Minimum of two years successful experience working in the field of communications and/ or marketing and ability to demonstrate knowledge of a wide range of communications activities – print publications, media, digital marketing, brand management, events, campaign development etc.
- Experience in writing for publication
- Strong communication skills
- Experience appointing and managing external agency relationships
- Strong organisational skills and attention to detail
- Experience of working with CRM systems
- Experience of tracking and analysing data
- Ability to think strategically
- High level of skills in using MS Office
- Proven experience of communications with church or church-based groups

#### Desirable

- Educated to degree level or equivalent qualification
- Marketing qualification (CIM or equivalent)
- Proven management experience
- Previous experience in leading a team and delegating work
- Network of media contacts
- Fundraising experience
- Experience of coordinating a successful digital media strategy and film production
- Experience of media relations

This job description is not intended to be exclusive or exhaustive. It is an outline indication of activity and will be amended in the light of LCM's changing needs.

# Key Competencies

1. **Planning and organising:** Can plan and successfully implement a campaign. Can plan and manage competing priorities. Can project manage multiple initiatives, translating longer term strategic goals into clear and workable plans for self and others to follow, providing clarity on priorities, and a clear way forward in the face of complex issues or ambiguity.
2. **Creativity:** Creative and innovative approach to communication which would meet the needs of LCM.
3. **Technical:** Knowledge and skills in communications, marketing, project management and a strong theological understanding of mission.
4. **Analytical:** Can confidently gather and analyse data to create and present compelling and clear reports, to help inform tactical plans, and to evaluate the success of a strategy.
5. **Motivation:** Understands the main aim of LCM's strategy and of this new role and what this new role means in practice; and is motivated to deliver the full scope of this new role as set out in this Job Description.
6. **Drive:** Inspires, empowers, and focuses others to contribute to the thought leadership strategy and actively builds a positive working culture reflecting our values. Can deliver work to time, budget and quality standards.
7. **Influence and communications:** strong communication and interpersonal skills. Experienced communicator. Can influence and make impact with internal stakeholders and can apply a range of behaviours to achieve this. Communicates complex points clearly, simply, and confidently. Can manage relationships with external agencies.
8. **Judgement:** Makes timely and sound judgements and decisions on projects related to their role. Applies Godly wisdom.
9. **Relationships:** Builds strong internal networks and able to build and maintain fruitful working relationships with a wide range of people – including senior and influential people.
10. **Collaboration and Teamworking:** Can lead a team. Champions and role models effective partnerships, team working, and collaborative working in the wider LCM.
11. **Values:** Our four LCM values clearly shape the way they work and relate to others. A practicing evangelical Christian.

# OCCUPATIONAL REQUIREMENT

London City Mission is an organisation committed to preaching the Christian gospel of Jesus Christ to the people of London.

The Marketing Manager is responsible for managing relationships with evangelical churches and individual supporters who are predominantly evangelical Christians and support LCM on the basis of their faith. It is essential that the job holder personally owns, communicate and implement the aims and objectives of the Mission. A strong part of building connections with potential and active donors are conversations about personal Christian faith and, sometimes, requests for prayer are made as part of those relationships. The Marketing Manager will also need to have a good understanding of the Bible gained by regular involvement in Christian community and how this informs Christian involvement in gospel work – this will also form part of the conversations with potential and active donors.

Based on the above factors we consider there is a prima facie case for an OR that this person be an **evangelical Christian**.

All employees of the Mission are required to abide by the London City Mission's Statement of Faith and Conduct and to work and behave in a manner which is consistent with the ethos of LCM.

**This job description does not form part of a contract of employment**

## BENEFITS

Here are some of the benefits we offer you:

- 1-year fixed term contract (maternity leave cover)
- Salary: £45,000 per annum
- 25 days annual leave
- 3 additional days off work to be taken by all staff in between Christmas and New Year as fixed days
- Additional leave on all bank holidays
- Blended approach to work - with some flexibility over days in the office and working from home
- An attractive pension scheme with LCM contributing 11.5% of salary
- Clear Christian values underpinning all we do
- Regular LCM and team prayer events; monthly whole of LCM team days with worship, teaching, prayer, and updates; and an annual week of prayer in January
- Season ticket loan option (following completion of probation for permanent employees)
- Cycle to work scheme
- Support for professional membership subscriptions and CPD
- Active staff forum to ensure staff have a voice in people, well-being and safety matters
- Employee Assistance Programme



