

Head of Marketing and Acquisition

Candidate Pack



charisma
CHARITY RECRUITMENT



EMBRACE
the Middle East

Welcome

Thank you for your interest in joining our Fundraising & Communications team as the Head of Marketing & Acquisition.

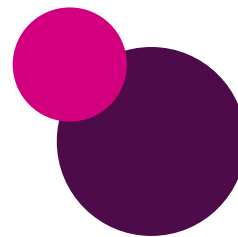
At Embrace the Middle East, we believe in hope, dignity, and partnership. For more than 170 years, we've worked alongside local Christian partners to bring healthcare, education, and opportunity to vulnerable and marginalised communities across the region.

Today, rising conflict is deepening human suffering and placing growing pressure on our partners, who continue to reach some of the hardest to reach communities with compassion and courage. To respond effectively, we need to strengthen our supporter base and invest in fundraising and communications so we can increase our impact where it is needed most.

Why This Role Matters

Our Fundraising & Communications 'cluster' brings together specialists in fundraising, marketing, communications, digital engagement, and our Web Shop. As Head of Marketing & Acquisition, you will play a central role in this group — shaping how new supporters discover Embrace, experience our brand, engage with our stories, and begin their relationship with us.

Your leadership will help ensure that more people across the UK connect with the realities of the witness and work of Embrace's Christian partners in the Middle East. Your ability to lead a team responsible for strong, multi-channel acquisition strategies and campaigns will directly influence our ability to fund more life-changing work across the region.



A Season of Growth and Opportunity

Embrace is in a period of renewed strategic focus. We are expanding our digital capability, strengthening our supporter journeys, growing our acquisition programme, and developing communications with content at their heart.

In partnership with the Head of Retention & Development, this role creates a rich environment in which you will lead:

- A digital-first approach to acquisition
- Ambitious and sustainable growth
- The integration of our Web Shop into an optimised acquisition and engagement channel
- Collaborative culture and ways of working that lean on data-driven insight and measurable outcomes.

If you are energised by growth, experimentation, and building high performing teams — this role will be deeply fulfilling.

We are looking forward to meeting the person who will bring passion, expertise, and imagination to this vital leadership role.

- if you bring strategic vision, creativity, analytical rigour, and a heart for mission...
- if you are energised by growth, digital engagement, and compelling storytelling...
- if you thrive in collaborative environments where values matter...

Then we would be delighted to hear from you.

Ian Livett

**Director of Fundraising & Communications
Embrace the Middle East**

About Embrace the Middle East



Our vision is rooted in, and inspired by, the Gospel, in particular Christ's invitation to care for those most in need.

Embrace the Middle East is an international Christian charity committed to sustaining and supporting local Christian social witness in the Middle East. We do this by walking alongside local Christian-led organisations and churches, working to deliver excellence, build resilience, and learn together. Informed by voices from the Middle East, we seek to engage and mobilise UK Christians to join with us and our partners in the Middle East.

2024 marked 170 years of Embrace's close partnership and relationship with local Christians who, through their churches and local civil society organisations, serve some of the most marginalised and excluded communities in the Middle East during this time of significant challenges. Today, our Christian partners work in Egypt, Lebanon, Syria, Israel, Palestine (West Bank and Gaza), and Iraq. Through their wide-ranging programmes, they provide support and services for refugees, enable women's empowerment, work for community development and offer emergency humanitarian relief, serving people of all faiths and none.

Sustaining the active and powerful social impact of Christian-led NGOs in this amazing and diverse region is what drives us. The challenges are often immense. The sense of purpose is uniquely motivating.

With the help of existing and new supporters, donors, volunteers, and especially younger people prepared to engage with the lived reality of our partners in the Middle East, we want to trace the arc of Embrace's history of compassion in action, which began 170 years ago in 1854, long into the future.

We hope you will feel inspired to join us in the journey, supporting Christians working to transform the lives of some of the most marginalised and excluded communities in the Middle East.

“Whatever you did for one of the least of these brothers and sisters of mine, you did for me.”

Matthew 25:40



Left to right: The aftermath of the earthquake in Syria | Caritas Jerusalem mobile medical clinic, Gaza | The Olive Tree Project



About the Head of Marketing and Acquisition role

Embrace's Fundraising & Communications cluster comprises expertise in fundraising, marketing, communication, web shop, supporter engagement and retention. Working collaboratively, we serve our supporters by providing authentic and engaging communications, inspiring active social witnesses, engagement and giving to Embrace.

Cluster purpose

Strengthen Embrace's communication, education, and fundraising efforts to drive growth so that more people engage with our content; more donors are attracted to support; and the UK church is more deeply engaged with the cause; enabling us to fund more work in the region and generate a deeper understanding of Christian service in the Middle East.

Role purpose

Lead and scale multi-channel supporter and donor acquisition strategies that drive sustainable growth at an acceptable return on Investment (ROI). Oversight of Communications strategy and Embrace's brand integrity.

What success looks like

- A clear, digital-first marketing strategy is in place, driving multi-channel acquisition and aligned with organisational goals.
- Innovative campaigns and activations consistently achieve net supporter growth at an acceptable cost per acquisition and delivering strong ROI.
- The webshop operates profitably and is an integrated part of the charity promoting the charity's primary purpose, driving cross-sell between donors, supporters, and customers.
- New supporters experience a seamless, engaging onboarding journey that fosters long-term commitment and strengthens retention.

Key responsibilities include

Strategy & Growth

- Develop and execute Embrace's multi-channel acquisition strategy in partnership with the Director of Fundraising & Communications and external agencies.
 - Set a clear roadmap for donor/supporter acquisition aligned to income targets.
 - Innovate to reach new audiences, diversify income streams, and strengthen Embrace's brand and engagement.
 - Deliver regular performance reports to the Leadership Group providing actionable insights and strategic recommendations.
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Digital Marketing Leadership

- Oversee digital acquisition campaigns, ensuring optimisation through data-driven insights, creative testing, and performance analysis.
 - Collaborate with Head of Retention & Development on seamless supporter journeys, Lifetime Value (LTV) modelling, donor segmentation, and gift attribution.
 - Manage relationships with digital marketing partners, including Service Level Agreements (SLAs) and performance reviews.
 - Identify new technologies, platforms, and best practices to maintain competitive advantage in digital marketing.
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Team & Budget Management

- Lead and inspire a high-performing marketing team, fostering a culture of innovation and continuous improvement.
 - Own acquisition budgets (including Webshop), forecasting, and ROI optimisation through robust scenario planning and test-and-learn approaches.
 - Champion strong project management across planning, delivery, and reporting.
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Webshop Oversight

- Working with Webshop Manager, drive profitability and integration of the Webshop as a key fundraising and acquisition channel.
- Ensure the Webshop is designed to optimise customer conversion into long-term supporters and donors.

Organisation-wide Contribution

- Model Embrace’s values of trust, respect, integrity, and compassion.
- Uphold safeguarding responsibilities and compliance with GDPR and charity regulations.
- Actively support organisational goals.
- Adhere to Embrace’s policies & procedures at all times.

KPIs

- Supporter Acquisition & Growth: Increase volume new donors/supporters within 12 months.
- Cost per Acquisition (CPA): Maintain CPA within acceptable boundaries for all acquisition campaigns.
- Return on Investment (ROI): Aiming to deliver ROI of 1:1 on acquisition spend.
- Donor Conversion Rate: Optimising conversion from acquisition campaigns.
- Increase web shop customer cross-sell in line with agreed targets.

Milestones

3 months

- Digital-first acquisition strategy approved and initial campaigns live.
- Webshop audit completed; onboarding journey launched.
- KPI dashboard set up.

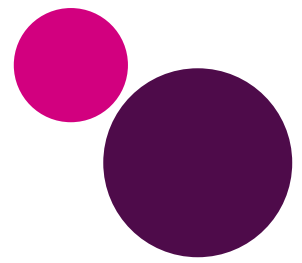
6 months

- Acquisition roadmap fully operational.
- First innovative campaign delivers measurable growth.
- Web shop profitability improved; cross-sell pilot running.
- CPA reduced; ROI trending toward target.

12 months

- Strategy embedded and driving sustainable growth.
- Campaigns consistently meet CPA and ROI targets.
- Web shop revenue and cross-sell conversions up.
- Onboarding boosts retention and LTV; KPIs achieved.

Person specification



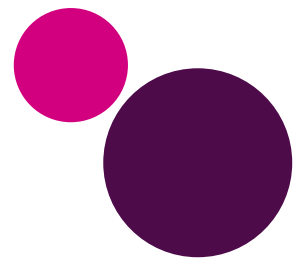
Essential criteria

Qualifications, Experience & Knowledge

- Educated to degree standard or equivalent (eg significant practical experience within fundraising or marketing functions). Member of Chartered Institute of Fundraising.
- Fundraising leadership. Understands UK charity fundraising regulations, consent, data protection, and ethical practice.
- A strong track record of fundraising leadership in £3m - £10m charities.
- Team Leadership: Experience managing and developing high-performing teams especially in remote / hybrid working environments
- Strategic marketing donor/support acquisition leadership.
- Strong understanding of donor/supporter acquisition and retention principles, leading multi-channel donor/supporter acquisition strategies.
- Digital Marketing channel expertise. Deep hands-on or oversight experience in digital marketing acquisition channels incl. measurement and optimisation.
- Lead a small marketing team (including digital and e-commerce) and oversee the coordination of cross-functional projects.
- Experience managing budgets and delivering ROI-focused marketing initiatives.
- Managing 3rd party relationships – fundraising, digital marketing.
- Knowledge of test-and-learn methodologies and innovation in fundraising.

Skills & Competencies

- Strategic thinker with ability to innovate and diversify income streams.
- Excellent leadership and team management skills.
- Strong IT and data analytical skills with experience in CRM and data-driven decision-making.
- Project Management: Demonstrated ability to manage complex projects from planning to delivery.
- Outstanding communication and collaboration abilities.
- Familiarity with LTV modelling, segmentation, and attribution.
- Data & Insight: Strong analytical skills; experience using data for segmentation, trend analysis, and performance optimisation.
- Financial Acumen: Skilled in budget management, forecasting, and ROI analysis.



Personal Qualities

- Donor first mindset, inclusive and empathetic.
- Curious, evidence driven, and comfortable iterating.
- High integrity, discretion and good judgment.
- Results-Driven: Focused on achieving measurable impact and income growth.
- Innovative & Adaptive: Comfortable with change and continuous improvement.
- Collaborative: Strong interpersonal skills; able to work across teams and with external partners.
- Excellent Communicator: Skilled in influencing and building relationships at all levels.
- Organised & Detail-Oriented: Able to manage multiple priorities effectively

Tools & Systems

- CRM
- Dashboards & analysis
- Payments: Direct Debit management, online payments
- Microsoft 365 (Teams, SharePoint, Planner), project boards
- Cybersecurity Awareness

Desirable Criteria

- Knowledge of e-commerce and web shop profitability strategies
- Good understanding of the UK church, across many denominations
- Theological understanding that underpins the politics culture and identity of the region

Role Requirements

- Committed to the Christian mission, vision and values of the charity, either as a practising Christian or someone with a sympathy for Embrace's mission with the Christian faith and character.
- Willingness to carry out occasional overseas travel to the Middle East (approximately once every 2-3 years).

OTHER DETAILS

Job particulars:

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|----------------------------|--|
| Job Title: | Head of Marketing and Acquisition |
| Location: | Hybrid - High Wycombe (minimum onsite twice a month) |
| Contract and hours: | Full time (36.5 hours), Permanent |
| Job band: | 2 |
| Cluster/Team: | Fundraising & Communications/Marketing & Acquisition |
| Reports to: | Director of Fundraising & Communications |
| Direct Reports | Content Manager, Communications Manager, Web Shop Manager, Digital Marketing Campaigns Manager |

Salary & Benefits:

Salary: £50,000 - £55,000, based on experience

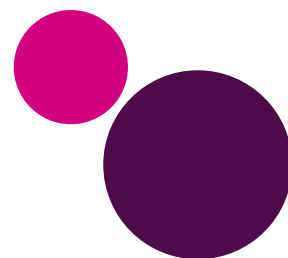
Benefits:

- Embrace supports all staff to work effectively through flexible and remote working options, including flexi-time and home-working.
- Under our flexi-time framework, staff may agree variable start and finish times with their manager, balancing organisational needs with personal circumstances.
- Pension: Employer contribution of up to 10%.
- Holiday entitlement: 24 days and 8 public/bank holidays.
- Entitlement increases to 25 days after 5 years and 26 days after 10 years.
- 3 additional days between Christmas and New Year.
- Access to retail discount portal.
- Life Assurance: 3x salary.
- Employee Assistance Programme (confidential counselling, legal and financial advice) - available 24 / 7, 365 days a year
- Training and development programme for all employees.
- Commitment to staff health & wellbeing.

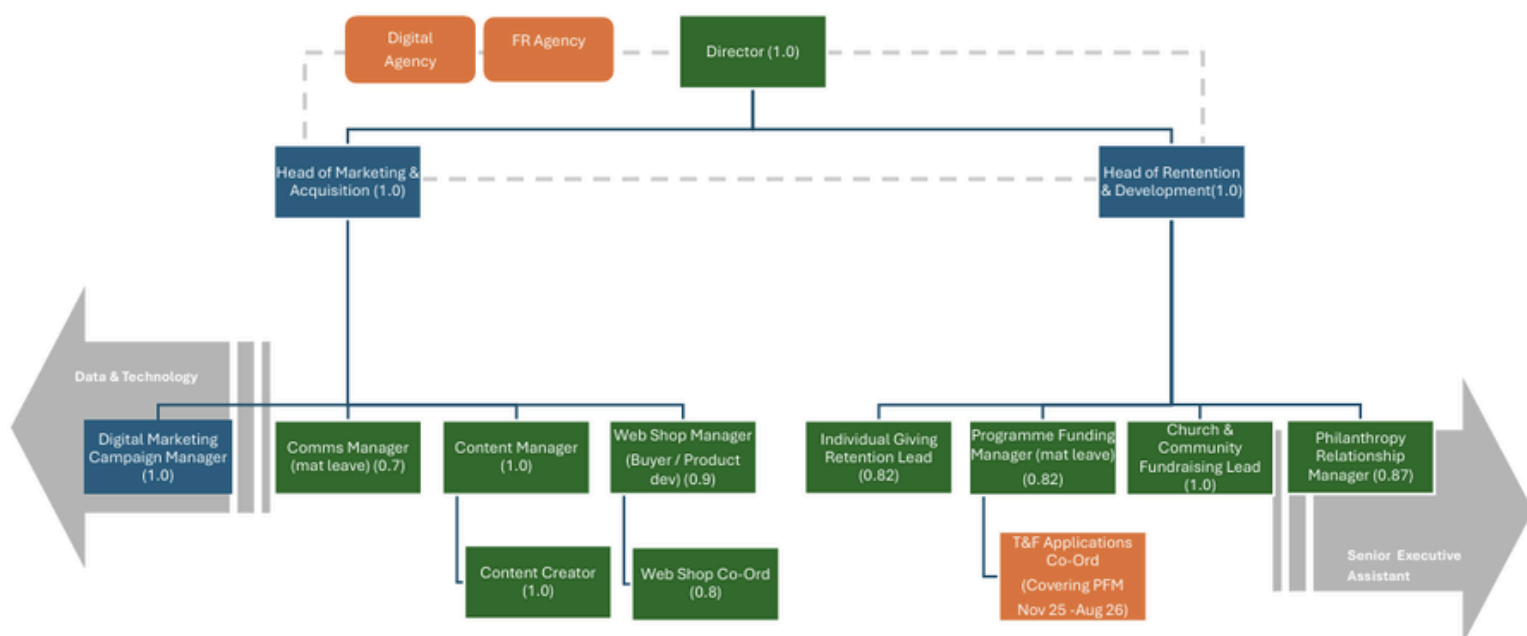


Left to right: Caritas Jerusalem's Mobile Medical Centre, Gaza | SIRA School, West Bank | Episcocare education support, Egypt

Team Structure



To strengthen Embrace’s ability to attract and retain supporters, donors, and customers, the Fundraising & Communications Team structure is designed to build deeper expertise in acquisition and retention. By integrating digital and retail functions and fostering strong collaboration across departments and with external agencies, we aim to deliver a clear, effective, and fully coordinated acquisition and retention strategy.



- NOTES:
- Strategic Church Engagement & Advocacy Advisor is part of PPA and works collaboratively with FR&C leadership to inform church engagement and fundraising.
 - New roles
 - Third parties

How to apply:

Embrace the Middle East are working exclusively with Charisma Charity Recruitment on this appointment.

Applications should be submitted via the [Charisma website](#) and include:

- A comprehensive CV
- A supporting statement (no more than two pages) outlining your motivation for applying and how your experience meets the person specification

We welcome and encourage applications from people of all backgrounds. We do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion, sexual orientation, age, veteran status or any other characteristic protected by law.

All offers of appointment will be subject to satisfactory references and a basic disclosure check.

Closing date for applications: Tuesday 28th April 2026

For an informal and confidential discussion about the role, please contact

Nick Thomas, Senior Consultant at Charisma Charity Recruitment, on 01962 813300 or email info@charismarecruitment.co.uk.

To find out more about working for Embrace the Middle East visit our [careers page](#).



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