



# MARKETING AND COMMUNICATIONS MANAGER

## Application pack



### CHURCH PASTORAL AID SOCIETY

Registered charity no 1007820. A company limited by guarantee, registered in England no 2673220.

Registered office: CPAS, Sovereign Court One (Unit 3), Sir William Lyons Road, University of Warwick Science Park, COVENTRY CV4 7EZ

# THANK YOU FOR CONSIDERING THE MARKETING AND COMMUNICATIONS MANAGER ROLE AT CPAS

## ABOUT CPAS

CPAS is one of the key organisations shaping the future of the UK Church. Its leadership training and patronage work are shaping the current generation of church leaders. Its residential holidays influence the lives of thousands of young people each year. CPAS' role in the UK is unique, long-standing and influential within the Church of England and its evangelical constituency.

Our founders' aim was clear, to take the gospel 'to every person's door, with a single eye to the glory of God' which has meant that our work has always been in partnership with local churches. Currently we focus on leadership training, patronage, and the residential holidays we run for young people. We value our rich heritage and partnerships across the evangelical constituency, and seek to be biblical, missional, prayerful and Christ-like in all we do.

Looking towards 2025, our prayer and aspiration is to see:



The three main areas of our work are:

- Leadership: resources, events and programmes to develop leaders at all levels in local churches.
- Patronage: supporting the appointment process for clergy in nearly 700 churches.
- Ventures and Falcons (VF): for 8-18's to explore life with Jesus on our holidays and school residentials.

## ABOUT THIS ROLE

We're seeking a Marketing and Communications Manager who is passionate about developing our marketing and communications to enable the wider aspirations and ministry of CPAS to be achieved.

The postholder will lead a small team to create content, fundraising communications, and event marketing. The ideal candidate will be a flexible, enthusiastic leader with strong communication and management skills, experience in marketing and fundraising within a charity, and a relationship-focused approach. If this sounds like you, please read on!

## JOB PURPOSE

To design and implement integrated marketing and communication campaigns and materials that will resonate with a diverse set of stakeholders. Working closely with colleagues across the charity, including the Head of Fundraising and Communications, this role will ensure that online and offline campaigns promoting CPAS products and services are highly targeted, delivered to budget and on time, have measurable indicators of impact and engagement, and clearly represent CPAS' Christian vision and values.

# ROLE PROFILE

**RESPONSIBLE TO:** Head of Fundraising and Communications

**RESPONSIBLE FOR:** Marketing & Graphic Design Officer, Communications Officer

## KEY WORKING RELATIONSHIPS

- Internally: Fundraising and communications team, digital and IT team, wider CPAS teams and senior colleagues
- Externally: Supporters, external agencies and consultants

## CORE TASKS

### Be responsible for content creation across our various media platforms

- Manage external suppliers, such as designers, printers, and mailing houses, from briefing through to invoicing.
- Engage in and have oversight for planning, writing, commissioning, editing, and proofing content for a wide range of digital and printed materials, ensuring that CPAS' Christian vision and values are clearly represented within these.
- Provide cross-department quality control to ensure brand guidelines are adhered to and to reduce the occurrence of ineffective or otherwise harmful activity to the CPAS Brand.
- Lead on digital content creation and scheduling.
- Measure content performance using Google Analytics, Meta suite etc.

### Lead on Fundraising Communications to CPAS supporters

- Champion CPAS' quarterly updates and impact magazines to supporters ensuring content is rich and delivered on time.
- Work across teams to identify and collate suitable impact story leads which can be used to evidence CPAS' value.
- Coordinate photographers, writers and printers to create high-quality, inspirational content.
- Work with the fundraising team to create supporter segments which can be targeted to optimise our impact, helping to cultivate an openness and reliance on the Holy Spirit for tactical discernment and insight.
- Ensure that all fundraising communications are managed in a way that remains consistent with CPAS' Christian ethos.

### Lead on Marketing of CPAS Events and Activities

- Develop a marketing strategy, including digital marketing activities for CPAS, with supporting marketing plans for all key areas of work as well as CPAS.
- Monitor digital trends and technologies across the sector.
- Optimise the use of digital platforms and tools to facilitate stakeholder engagement. This will include CRM systems, email marketing platforms and social media management tools.
- Develop integrated marketing campaigns to lever a mix of channels, in ensuring the website(s) are kept current, with engaging and relevant content, in keeping with the overall Christian mission and values of CPAS.

### Coordinate Public Facing Engagements

- Build the brand through ensuring positive representation of CPAS at conferences, training events and Christian festivals.
- Provide training and resources to volunteers and staff attending events and functions ensuring excellent customer service and relationship building.
- Undertake thorough analysis of CPAS activities to identify possible improvements, and work with staff and ministry heads to implement them.

### Accountability and management

- Plan and execute high-quality strategic marketing and communications for CPAS' most important audiences, for managing project budgets.
- Line manage the Communications Officer and Marketing and Graphic Design Officer.
- Work in collaboration with the Head of Fundraising and Communications to play an active role in building the competence, confidence and character of the Fundraising and Communications team in a way that remains consistent with CPAS' Christian ethos.

### Other Requirements

- Contribute to the spiritual culture of the team by integrating prayer wherever possible and participate in the wider prayer life of CPAS.
- Participate fully in the corporate Christian life of CPAS as requested.
- Occasional UK travel will be required including attending conferences and events. This could require residential stays.
- A full, clean UK driving license is essential.

# PERSON SPECIFICATION

## KNOWLEDGE AND EDUCATION

### Essential:

- Qualified to degree level or equivalent relevant, accredited qualifications, e.g. CIM.
- Proven knowledge of marketing, fundraising and communications within a charitable organisation.
- Excellent working knowledge of CRM systems.
- Excellent knowledge of UK GDPR within a fundraising environment.

### Desirable:

- A good knowledge of the Church of England and church leadership.
- A good knowledge of website management.

## SKILLS

### Essential:

- Strong relationship building and influencing skills.
- High standard of written and spoken English.
- Strong leadership skills with the ability to develop and train others.
- Excellent project management skills able to oversee multiple projects simultaneously.
- Able to work on their own initiative, meeting objectives and deadlines under pressure, with attention to detail.
- A creative thinker able to offer strategic solutions and effective in follow-up.

### Desirable:

- Creative design skills with a good visual eye.

## EXPERIENCE

### Essential:

- Experience of translating organisational strategy into viable marketing and communications plans.
- Experience of creating and delivering multiple effective marketing and communication plans leading to increased engagement, ideally in a fundraising or sales environment.
- Experience of line management.
- Experience of project management.
- Experience of creating excellent communication materials which deliver great supporter/customer experiences.

## PERSONAL QUALITIES

### Essential:

- A flexible and enthusiastic team player and leader.
- Passionate about how this role will enable the wider aspirations and ministry of CPAS to be achieved.
- Committed to a relationship-led approach and committed to personal development and the development of others.
- A committed Christian, an active member of a local church and in agreement with the [CPAS Basis of Faith](#)\*.

\*CPAS is a Christian agency, working to support churches across the UK and Republic of Ireland. Due to the nature of the role there is an Occupational Requirement that the postholder is a committed Christian under Part 1 of Schedule 9 of the Equality Act 2010, an active member of a local church, and in agreement with the [CPAS Basis of Faith](#).





## TERMS AND CONDITIONS

1. **Location:** The role will be based in the CPAS offices in Coventry. CPAS has a flexible working policy, and it may be possible to work from home up to two days per week, subject to making an application.
2. **Salary range:** £38,190-£42,209 per annum.
3. **Contract:** This is a permanent appointment. It is subject to an initial six-month probationary period and the usual ongoing CPAS appraisal process.
4. **Pension:** CPAS provides a pension scheme with a minimum of a 4% matched contribution to the Church of England Church Workers Pension Scheme. It is possible to increase this to 9%.
5. **Hours of work:** This is a full-time appointment of 37 hours per week. CPAS operates a flexible working policy.
6. **Holiday:** Annual leave entitlement is 33 days. This entitlement is inclusive of bank and public holidays, and in addition the offices are closed between Christmas and New Year and you are not required to work but will be paid your normal hours. The holiday year begins on 1 January each year.
7. **Employee Assistance:** CPAS provides free access to Health Assured, the employee assistance programme.
8. **Start date:** To start as soon as possible.
9. This post will be subject to a Basic DBS check and all staff are expected to undertake safeguarding training and be able to articulate how their role supports the safeguarding culture within CPAS.

You must have evidence of your right to work in the UK.

## HOW TO APPLY

Please complete the application form and ensure you demonstrate how you meet the requirements of the person specification. Please also complete and return the Declaration of Suitability form. Please note we cannot shortlist your application unless you supply the additional information.

Applications should be sent by email to [recruitment@cpas.org.uk](mailto:recruitment@cpas.org.uk).

### APPLICATION CLOSING DATE

The deadline for applications is **9am** on **Monday 12 May**.

### INTERVIEWS

Interviews are scheduled for **Monday 19 May** at our offices in Coventry.

If you have any questions about the role or about CPAS, don't hesitate to get in touch via [recruitment@cpas.org.uk](mailto:recruitment@cpas.org.uk)

