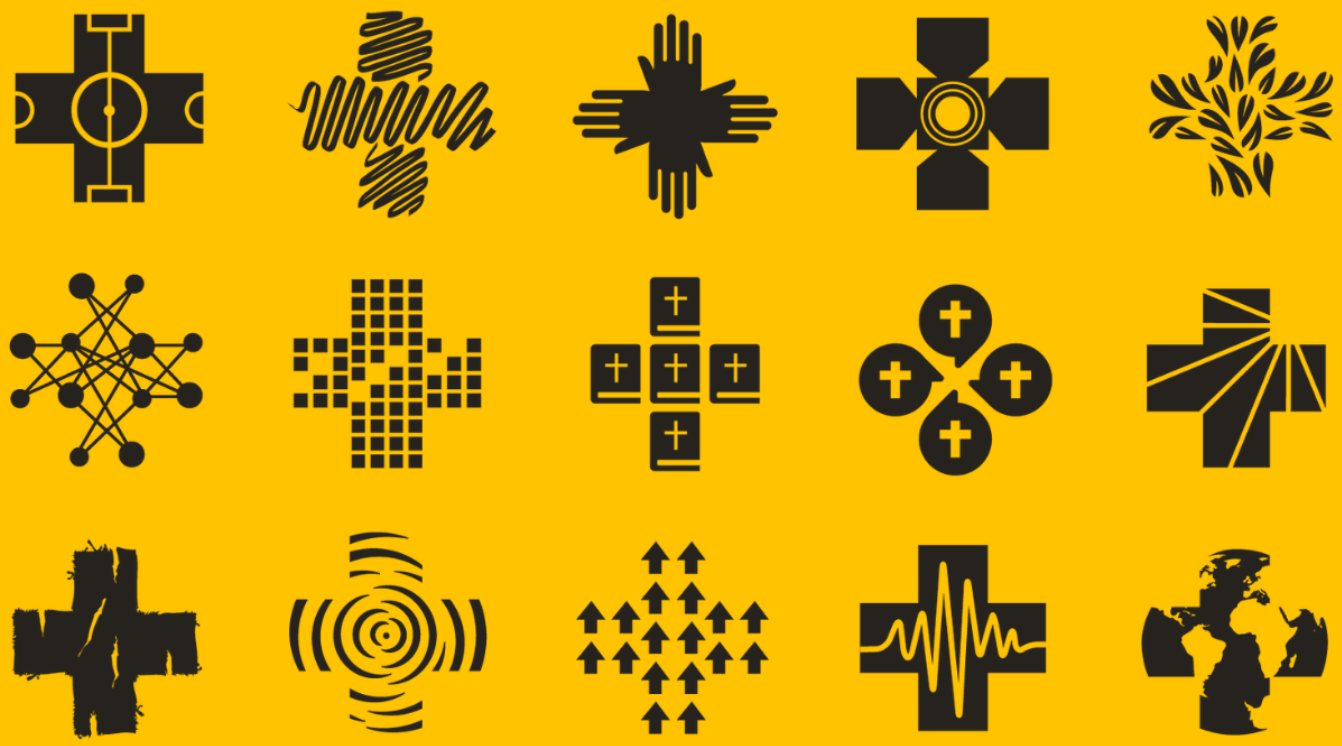
Stewardship

Active generosity

Digital Marketing Manager

Role Description and Recruitment Pack



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Role overview

Title:	Digital Marketing Manager
Hours:	35 hours per week.
Contract:	Permanent
Location:	1 Lamb's Passage, London, EC1Y 8AB There is some flexibility to work remotely, although you must be able to work in the office at least two days per month, or as the organisation requires.
Reports to:	Head of Marketing
Salary:	£40,000 per annum
Closing Date:	9am on Monday 4th January 2027 Interviews 15th January 2027

Why this position is important to us

The Digital Marketing Manager is a critical role within our expanding marketing team, helping us reach new audiences, inspire generous stewardship and grow engagement. You will shape how new audiences discover and engage with Stewardship through paid and organic search, paid social, AI-powered search and emerging digital channels, using data and experimentation to continually improve performance.

This role is integral to expanding the reach and impact of Stewardship, from supporting Christians with their giving, philanthropy and investments to growing the services we provide to churches and charities. You will work with the Head of Marketing and collaborate closely with other marketing, comms and CX colleagues to deliver campaigns that inspire and delight, align with our mission and support the growth of our products and services.

The impact you will have in this role

As Digital Marketing Manager your contributions will:

- Expand our reach, helping more individuals, churches and charities discover and engage with Stewardship.
- Grow our digital discovery and acquisition channels, increasing relevant traffic, engagement and conversions across our products and services.
- Strengthen Stewardship's visibility across paid and organic search, paid social, AI-powered search and emerging digital channels.
- Improve marketing performance through testing and experiments, turning insight into action.
- Bring acquisition expertise to integrated campaigns, helping us reach the right audiences and achieve measurable results.

Welcome to Stewardship

Stewardship serves Christian donors, workers, charities and churches in the UK and beyond called to faithfully steward their personal, professional or ministry resources for God's glory.

Founded over a century ago by a small group of Christians who partnered to facilitate financial support for Christian ministries, today we help over 30,000 people experience the joy of generosity, giving more than £160 million each year in support of over 6,000 charities, 4,000 churches and 2,000 Christian workers.

Our vision, mission and values

Our vision is a thriving Kingdom economy where God's people steward their resources generously to advance the Gospel. We help Christians be the best stewards of the resources God gives them.

Our four core values underpin all the work we do at Stewardship:



To find out more about Stewardship, please view our short video clip

Job detail

Main responsibilities

Digital discovery and acquisition

- Lead the planning, delivery and optimisation of digital discovery and acquisition activity across paid search, paid social and other relevant channels.
- Take hands-on responsibility for campaign setup, audience targeting, budgets, bidding and ongoing optimisation.
- Maximise the effectiveness of Stewardship's Google Ad Grant alongside our paid advertising activity.
- Develop acquisition plans that grow engagement with Stewardship's products, services and campaigns, including our Giving app.
- Identify and test new audiences, channels and approaches to grow how people discover and engage with Stewardship.
- Manage acquisition budgets effectively, with a clear focus on performance, conversion and return on investment.

Search and emerging discovery

- Develop and implement strategies to grow Stewardship's visibility across organic and paid search including Meta, LinkedIn, Reddit, Google and Open AI
- Work with colleagues to lead, develop and deliver our SEO/GEO strategy, using search insight to identify opportunities to improve content, website performance and organic traffic.
- Develop our approach to AI-powered search and answer engines, helping Stewardship and its content to be visible, relevant and authoritative as search and discovery behaviours evolve.
- Monitor changes in how people discover information online, identifying new platforms, behaviours and opportunities for Stewardship.

Conversion and optimisation

- Analyse the journeys people take from discovery through to meaningful engagement with Stewardship across our website, accounts and app.
- Identify opportunities to improve landing pages, calls to action, forms and conversion journeys.
- Develop a structured programme of testing and experimentation to improve acquisition and conversion performance.
- Work with colleagues across website, email, content and design to create effective journeys from first interaction through to conversion and ongoing engagement.
- Use audience behaviour and performance insight to identify and implement improvements.

Campaign management

- Play a leading role in the planning and delivery of integrated marketing campaigns across Stewardship's products, services, events and thought leadership.

- Bring audience, discovery and acquisition insight into campaign development, identifying opportunities to grow reach, participation and engagement and create effective pathways into Stewardship's products and services.
- Work collaboratively with colleagues across marketing and the wider Purpose team to develop creative and effective campaigns.
- Contribute ideas and creative thinking to campaign development and identify new ways to reach and engage our audiences.
- Track campaign performance throughout delivery, using insight to optimise activity and improve results.
- Ensure campaigns are delivered on time and within budget, maintaining high standards of execution.

Analytics and insights

- Lead on acquisition analytics, using data to understand performance across channels, audiences and journeys.
- Establish clear measures of success and use them to evaluate the effectiveness of acquisition activity and campaigns.
- Use tools including GA4, Braze and advertising platforms to understand audience behaviour, conversion and campaign performance.
- Develop clear reporting that communicates what is working, what we are learning and where we should focus next.
- Use data and insight to inform decisions, test assumptions and continually improve marketing effectiveness.
- Contribute to a culture of data-driven decision-making and experimentation across the marketing team.

Cross-departmental collaboration

- Provide digital marketing and acquisition expertise to support cross-organisational initiatives.
- Provide cover in broader marketing activities and tasks as required.
- Work collaboratively with teams across Stewardship to identify opportunities to grow reach, engagement and conversion.
- Share best practice, insights and learnings to strengthen digital marketing and engagement across the organisation.

It's all about you...

To excel in this role, you should:

- **Be a digital marketing expert**
    - Bring broad digital marketing experience with particular expertise in digital discovery and acquisition, including paid search and paid social.
    - Understand how search, advertising, websites, content and customer journeys work together to acquire and engage audiences.
    - Stay curious about digital trends, changing search behaviours and emerging channels, identifying opportunities to improve how people discover Stewardship.
- **Be data-driven and results-oriented**
    - Be passionate about using data and insight to improve performance and achieve measurable goals.
    - Combine creativity with analytics, testing and experimentation to optimise campaigns and conversion journeys.
- **Be a creative marketer**
    - Bring ideas and creative thinking to campaigns, acquisition challenges and new opportunities.
    - Understand audiences and use that insight to develop compelling messages and approaches that inspire action.
- **Be collaborative and organised**
    - Work effectively with colleagues across different specialisms and teams to achieve shared objectives.
    - Be highly organised, managing multiple campaigns and priorities with attention to detail.
- **Be mission-aligned**
    - As a practicing Christian, you are committed to Stewardship's vision of inspiring generosity to advance the Gospel.
    - You bring energy and enthusiasm to promoting our mission and values.

Desired skills and experience

Skills and experience	Essential	Desirable
Proven experience in digital marketing, with particular expertise in digital discovery, acquisition and performance.	✓	
Hands-on experience planning, managing and optimising paid search and social campaigns, including Google Ads, Meta, LinkedIn, Reddit and OpenAI	✓	
Strong analytical and decision-making skills, with experience using data to optimise marketing performance.	✓	
Strong communication skills with the ability to develop effective digital messaging and advertising copy.	✓	
Good understanding of SEO best practice and organic search.	✓	
Proficiency in GA4 and other digital marketing and advertising analytics tools.	✓	
Experience in B2C in consumer oriented products e.g. Fintech or in in a B2B related industry and/or experience of app acquisition or app marketing.		✓
Experience managing or maximising a Google Ad Grant.		✓
Experience in the Christian non-profit sector.		✓
Experience or a strong understanding of AI-powered search, answer engines and emerging digital discovery channels.		✓
Good interpersonal skills and the ability to work collaboratively across teams.	✓	
You have a valid basic DBS certificate or would be prepared to undertake a basic DBS check.	✓	
Excellent time-management, co-ordination and organisational skills, with strong attention to detail.	✓	
You have excellent administrative, co-ordinating skills and attention to detail.	✓	
You have a general understanding of the UK charity sector including compliance and legal aspects around Gift Aid, GDPR, anti-money laundering and safeguarding.		✓
You understand motivations for Christian generosity and challenges that may be commonplace within the UK Church.		✓
You have the Right to Work in the UK (we do not offer sponsorship arrangements).	✓	
You will meet our Occupational Requirement to be a practising Christian as an active member of a local church and be able to clearly demonstrate a personal commitment to the mission, principles, values and practices contained in our Ethos Statement.	✓	

Working for Stewardship

Q. What are the usual working hours?

A. Stewardship's normal office hours are 9am to 5pm, Monday to Friday, but you may be required to work flexibly between 8am and 6pm in accordance with the needs of the organisation.

Q. How much Annual Leave do you offer?

A. All full-time employees receive 27 days Annual Leave, and 8 days bank holiday leave.

Q. What are the pension arrangements?

A. Stewardship offers a generous pension contribution; the equivalent of 10% of your gross annual salary into a group personal pension scheme (applicable after 3 months service).

A salary sacrifice scheme for personal contributions is also available.

Q. Is it possible to work from home?

A. Yes, we are happy to offer flexibility for this role but would expect you to be able to work in our London office for a minimum of 2 days each month.

Q. What staff benefits do you offer?

A. Once probation has been passed, there are number of benefits available to staff:

- Subsidised exercise membership
- Hybrid and flexible working options
- Contribution to your charitable giving account
- Generous leave allowances
- Long service awards
- Participation in the Cycle to Work Scheme
- Death in Service benefit (4x annual salary)
- Health Cash Plan, level 1 paid by Stewardship
- Interest-free season ticket loan
- Interest free loans

We are a Living Wage Employer

How to apply for this role



Occupational Requirement (OR)

As a result of our Christian ethos, this post is covered by an Occupational Requirement (OR) under Part 1 of Schedule 9 to the Equality Act 2010. The successful applicant will be expected to be a practising Christian and to clearly demonstrate a personal commitment to the mission, principles, values and practices contained in our Ethos Statement, by:

- Active membership of local church congregation.
- An understanding of the faith aspects of the work of Christian charities, including the preparedness to pray with colleagues, where appropriate.



How to apply for this position

You can apply online for this role at www.stewardship.org.uk/about-us/careers

Please remember to also upload a copy of your C.V. along with a covering letter that demonstrates what you would bring to this role, to Stewardship and how you fulfil the Occupational Requirement.



Contact us

For any questions or to arrange an informal conversation about this role, please contact Joan Gray, our People, Culture & Place Administrator, at

Email: careers@stewardship.org.uk

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