



Job Description

Job title	Head of Marketing
Reporting to	Director of Communications and Marketing
Staff responsibility	Head of Brand, Head of Media Production and Marketing Manager
Office Location	Swindon based, hybrid working available with an average of 40% office presence

What we do

Around the world, we're translating, producing and distributing the Bible, helping people learn to read it and relate it to their everyday life, and equipping pastors, teachers and other Bible communicators to promote its message. In England and Wales, we're resourcing churches and individual believers to increase their confidence in the Bible and working to change the perception of the Bible in wider culture. We believe the Bible is God's gift to the world, and we want everyone to discover its message for them.

Summary of role

We are looking for an imaginative and strategic Head of Marketing, deeply aligned with our mission, to lead our multi-disciplinary marketing and creative functions. You'll oversee teams responsible for brand, marketing, digital engagement, design, film production and advertising – ensuring our voice is clear, cohesive and compelling, and that all activity is aligned with our strategic implementation plan.

This is a high-impact leadership position in a complex, fast-paced, mission-driven organisation. You will work closely with senior colleagues across content, fundraising, publishing and mission delivery to shape how we engage with both Christian (interdenominational) and non-churched audiences – building Bible confidence and inspiring engagement. You'll drive product sales (Bibles and other Bible-related resources) as well as supporting fundraising efforts through targeted campaigns and powerful, inspirational storytelling.

Main responsibilities

Strategy and leadership

- Develop and lead an integrated comprehensive marketing strategy in line with our strategic implementation plan and growth targets
- Act as second-in-command within the Communications and Marketing department, deputising for the Director where appropriate and ensuring continuity of strategic leadership
- Actively contribute to senior leadership meetings and strategic planning across the department and organisation
- Matrix working: collaborate with the goal leads and other departmental Heads to ensure that the operational delivery of marketing activity is aligned with the strategic plan

Sales and product marketing

- Oversee marketing strategies that grow the sales and distribution of Bibles, *The Bible Course* and other resources, across physical and digital channels

- Work in close partnership with publishing and resource development teams on product launches and campaigns
- Monitor trends in consumer behaviour and respond with effective, targeted marketing

Campaigns, advertising and engagement

- Lead on national and audience-specific campaigns – both for Christian audiences and for those outside the Church
- Deliver a bold, innovative advertising campaign that invites people to engage with the Bible, particularly among the spiritually open audiences
- Oversee production of marketing content across digital, social, print and film that leads to increased engagement
- Lead relationship and collaborative working with Fundraising, Domestic Mission and Content teams to develop integrated campaigns and aligned messaging

Brand, design and film oversight

- Support specialist team leaders in developing strategies for brand, design and media production
- Maintain brand consistency across all channels, ensuring our creative assets reflect our values, tone of voice and theological integrity
- Oversee message creation and the production of inspiring visual and video content for brand, campaigns, storytelling and social media

Digital marketing and communication

- Drive digital strategy across channels (web, email, social, SEO/SEM) to increase reach and engagement
- Use data and insight to segment audiences and optimise customer journeys
- Collaborate with IT/web development teams on tools, CRM systems and platforms that enhance impact, making sure we maximise value

Team leadership and budget oversight

- Lead, manage, develop and mentor direct reports to deliver high-quality outputs and professional growth
- Provide visionary leadership to help create a high-performing multidisciplinary team
- Create a positive working environment where individuals are engaged and can flourish, strong performance is recognised, and underperformance is managed well
- Participate in the annual and quarterly PDR process and conduct monthly 1–2–1 meetings
- Working with direct reports, have oversight of the budgets, ensuring efficient use of resources

General

- Support the wider work of the Communications and Marketing department
- Adhere to Bible Society policies and standards in all your work
- Carry out further duties which may be required to ensure Bible Society maintains its effectiveness, commensurate with the role
- Lead by example and participate fully in the corporate life of Bible Society, by attending All Staff meetings and departmental meetings as required

Who we need

Experience and skills

- Proven track record of marketing leadership
- Post-graduate qualification in Marketing, Communications or related field, or equivalent experience
- Some experience in the charity, Christian, fundraising or publishing sectors (desirable)
- Strong background in advertising strategy, digital marketing and fundraising communications
- Understanding of the legislative and regulatory framework relating to marketing
- Demonstrated success in building brand presence and delivering results-driven campaigns
- Proven ability to build and lead strong and effective teams
- Ability to understand the needs and perspectives of Bible Society's key audiences, such as churches, supporters, donors, Bible resource users and the spiritually open
- Understanding of and experience in using audience/customer pathways
- Up-to-date understanding of the latest trends and best practices in marketing and impact measurement
- Confident and clear communication skills
- Familiarity with Salesforce or other CRM platforms

Personal attributes

- Excellent leadership, interpersonal and written communication skills
- Committed and practising Christian who is able to uphold the values and mission of Bible Society (desirable)
- Ability to think big, plan strategically and pay strong attention to detail when needed
- Resilient team player, effective at matrix management and building excellent working relationships
- Imaginative and proactive, alert to opportunities
- Ambitious for Bible Society to make an impact
- Passion for the Bible and a commitment to making the Bible available and accessible while demonstrating its credibility and relevance

Culture and character

Culture

We're committed to building on our unique culture, which is based on our Christian faith and seeks to bring out the best in our people.

We want to build a culture that demonstrates our values:

Prayerful – we're honest, attentive and humble, because we work in the sight of God

Imaginative – we're experimental, creative and dynamic, because we're made in the Creator's image

Bold – we're willing to work hard and face hard questions, because we trust each other

Skilful – we study, learn and practise, making the effort to serve others with our best

Joyful – we enjoy our work and seek to build others up, because we're designed to flourish together

Character

As well as recruiting for talent, experience and expertise, we're interested in the character of our staff. We'd like to know how you demonstrate the following:

Character for leadership – you'll be self-aware and know what it takes to connect well with others, enabling you to inspire, challenge and support them

Character for teamwork – you'll have strong interpersonal skills, loyalty to and respect for colleagues, and a collaborative style of solving problems through a shared sense of common mission and purpose

Character for followership – you'll be committed to our vision and mission and will constructively and proactively support these so that we operate effectively

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