

Head of Growth - Discipleship Tech (Remote / 1 Year Fixed Term)

Discipleship Tech builds mobile apps with a difference: we want to help people grow in their relationship with Jesus. Whether that's supporting Christians in their prayer life through the *PrayerMate* app, helping people get stuck into the Bible through *Redeeming Time*, or introducing people to the Bible's big story, maybe for the very first time, through our narrative adventure game *The Serpent & The Seed*, people all across the world are finding our apps a powerful tool for supporting their faith journey.

We're a small charity - a friendly team of developers led by our founder and we've built something people love. But great apps don't grow themselves and we need someone to help the right people find our apps, understand our mission, and feel excited to be part of it.

The Opportunity

This is a new role, and it matters a lot. Our long-term sustainability depends on growing our reach and our funding base. Right now:

- PrayerMate has a loyal userbase but significant room to grow
- The Serpent & The Seed won multiple awards at launch but needs help finding its audience and increasing engagement
- Our income comes primarily from ~300 individual donors, church & charity subscriptions, and some grant funding; we need to diversify and grow that.

We're looking for a **Head of Growth** who can take ownership of growth across all of this: more users, deeper engagement, stronger partnerships, and a more sustainable funding model. You won't be "selling a product" - you'll be telling real stories about how

God is using these tools in people's lives, but you will need to be comfortable with targets, data and asking people to join the donorbase.

You'll work closely with a small, friendly team of developers, bringing focus and intention to growth so that great apps don't stay hidden. This is a hands-on role for someone who's happy writing, talking, connecting people, spotting opportunities, and trying things out - without layers of management or corporate jargon.

What Success Looks Like

We'll agree specific targets together in the first month, but directionally, we'd hope to see:

- **Revenue growth:** measurable increase in monthly recurring donations, and new income streams explored (church partnerships, subscriptions, grants, or other ideas). Ultimately, the desire is that by the end of the fixed term contract, income will have grown enough to fund the role on an ongoing basis.
- **User growth:** more people discovering and using our apps
- **Engagement:** existing users more active, higher retention rates, and more connected to our mission; this could include prioritised development roadmap for *PrayerMate* that supports users' prayer lives, or collecting user feedback on *The Serpent & The Seed* to support development that improves completion rates
- **Partnerships:** new relationships established with churches, charities, Christian media, schools, or other organisations that drive distribution or funding
- **Content engine:** build a content and communications rhythm (newsletter, socials, video) that grows a community of engaged supporters

Main Duties

Growth & Revenue

- Own **user growth** across our entire range of apps
- Work with the CEO to plan and deliver change which facilitates that growth and the ongoing sustainability of Discipleship Tech, including financial support
- Use data and user feedback to identify opportunities and improve conversion, from app store discovery through onboarding, engagement, and donation prompts

Communications & Content

- Translate Discipleship Tech's *mission* into **clear, compelling messaging**
- Create, edit and deploy marketing campaigns (video reels, social media posts, emails, blog posts)

Partnership & Relationships

- Build **relationships** with churches, Christian charities, schools and youth groups, Christian media, and individuals who use and support our apps.
- Identify partnership models that create value for both sides, whether content distribution, co-marketing, bulk subscriptions or something else.

About the Role

- **Location:** We are a fully remote team, based across the UK. You will need the legal right to work within the United Kingdom. We are unable to offer sponsorship for visas.

- **Contract:** The role is initially a fixed term 12 month contract, with a 3 month probation period. Depending upon performance and funding, we would be open to extending this further.
- **Working pattern:** We are open to exploring flexible or part-time working options, for the right candidate.
- **Salary:** £30-40k (for full time), depending upon experience.
- **Holidays:** All employees receive 25 days' annual leave (pro-rata) plus an additional day for each full year of service, up to a limit of 30 days. This is in addition to all English bank holidays.
- **Pension:** Discipleship Tech pays a 3% employer contribution to pensions.
- **Culture:** We make prayer an integral part of our team meetings together.
- **Faith:** An occupational requirement applies for the successful candidate to be aligned with our Christian beliefs (which can be found [here](#)).

Person Specification

We think you'll be a good fit if you fit the description below - but even if you think that they don't all apply to you equally, we'd love you to still get in touch.

Experience & skills

- Have experience helping something grow - a charity, church project, startup, ministry, app, or community - and can talk honestly about what worked (and what didn't).
- Are comfortable communicating in lots of different ways: writing clearly, speaking confidently, and adapting your tone for different audiences.
- Have built or managed partnerships with churches, charities, networks, or similar groups - or have the relational skills to do so well.
- Understand the basics of digital growth (apps, websites, email, social media, app stores), even if you're not a technical specialist.

- Can think strategically *and* get stuck in practically - you're happy planning, but also happy doing.
- Are able to use data and feedback to learn and improve, without letting numbers drive everything.
- Have experience creating and editing video content for social media.

Knowledge & understanding

- Have a lived understanding of Christian faith and discipleship, and are comfortable working in an explicitly Christian mission.
- Appreciate the difference between serving committed Christians and reaching people who are curious, new to faith, or not Christians at all.
- Understand (or are keen to learn) how charities are funded, including donations, subscriptions, and partnerships.

Our Values

- **Jesus at the centre:** We exist to help people grow in their relationship with Jesus. The Bible and prayer are our foundation, not just features.
- **Depth over hype:** We care more about real spiritual growth than vanity metrics.
- **Technology with integrity:** The technology we use shapes us, for better or for worse. We build tools that form people well - not ones that distract, manipulate, or manufacture engagement.
- **Faithful in the small:** God often works quietly. One life changed deeply matters more than big headlines.
- **Growth with purpose:** We do want to grow - in reach, sustainability, and impact - but never at the expense of the mission.

How to Apply

If you are interested, please send a CV and cover letter to info@prayermate.net.

Closing date for applications is Monday 13th April 2026.