



Marketing & Social Media Manager

Job Description & Specification

SCFS is looking for an experienced, innovative, forward looking individual to effectively engage with and introduce a new generation of potential supporters and donors to SCFS.

The SCFS Marketing & Social Media Manager will be accountable to the SCFS Board of Trustees and report to the Executive Director.

The overarching objectives of the post are to:

1. Develop and implement a range of marketing and digital marketing strategies in line with the SCFS Christian ethos and 2025 - 2028 Strategy.
2. Create and manage engaging content for SCFS marketing initiatives and social platforms telling the story, activity, and news of SCFS and its mission and values.
3. Monitor marketing performance
4. Analyse data to identify trends
5. Interact with SCFS supporters (individuals and churches), partners, and online communities to enhance brand visibility and drive marketing and income generation goals.

The role involves:

- Marketing and social media planning
- Content creation and scheduling
- Audience and supporter base management
- Performance analysis
- Budget accountability in line with the approved annual plan

Key Responsibilities

- **Strategy Development:**
Creating and executing comprehensive marketing, social media and digital marketing strategies aligned with SCFS missional, strategic and operational objectives.
- **Content Creation & Management:**
Producing, editing, and publishing diverse forms of content (text, images, videos) across various general marketing initiatives and social media channels which tell the story, activity, and news of SCFS and its mission and values.

Support the Administration and Finance Officer to ensure the SCFS website is updated appropriately.
- **Community Engagement:**
Interacting with supporters, responding to inquiries, posting prayer updates and requests, and managing online discussions to build a strong community.

- **Campaign Planning & Execution:**
Designing, launching, and managing social media and other campaigns to increase supporter and audience base donations and participation.
- **Performance Analysis:**
Tracking, analysing, and reporting on key social media metrics and marketing effectiveness to provide reports and recommendations.
- **Trend Monitoring:**
Keeping up to date with the latest marketing and social media trends, technologies, and best practices to ensure strategies remain relevant and innovative.
- **Budget & Policy Management:**
 - Liaise with the SCFS Finance Manager to optimize campaign and social media expenditure within the approved budget.
 - Support SCFS management to develop and ensure that all relevant social media policies and procedures are fit for purpose, meet current GDPR requirements, and to assist in the training of SCFS staff and volunteers.
- **Wider contribution to the ministry of SCFS:**
 - Actively participate in times of prayer and worship with colleagues.
 - Pray for the work of SCFS and the individuals engaged in the ministry.
 - Undertake other tasks as may be requested by SCFS management.
 - Seek opportunities to tell the story of SCFS and share the good news of Jesus with others in the course of the job.

Person Specification

	Essential	Desirable
Qualifications	A recognised qualification or degree in digital and social media marketing	
Experience and knowledge	2 years' relevant experience Working knowledge and practice of various social media platforms and their associated marketing and income generation capabilities.	Relevant experience in the charity sector.
Skills	Strong written & oral communication skills: to design compelling content and engage effectively with offline and online audiences. Analytical skills: to interpret data and performance metrics to inform strategy and improve overall marketing and social media presence. Marketing and social media platform expertise. Creativity: to develop innovative, relevant and engaging content ideas. Adaptability: to adapt to new digital trends and platform changes.	Word Press experience Apple / MacBook experience

	<p>Organisational Skills: to manage multiple social media channels and marketing initiatives.</p> <p>Collaboration: ability to work effectively with SCFS management, staff, volunteers and external partners.</p>	
Personal	<p>A committed and obedient follower of Jesus Christ as Saviour and Lord, who subscribes wholly to the SCFS Articles of Faith.</p> <p>Has a servant attitude to their role and is discerning in their exercise of authority.</p> <p>Is self-disciplined and energetic in their work.</p>	

No applicant will be shortlisted for interview unless the application form clearly demonstrates that they meet **all** the essential criteria. SCFS reserves the right to shortlist applicants for interview based on the essential criteria only or on the essential and desirable criteria.

Hours of work: 24 hours per week spread over 4 working days (excluding lunch breaks)

Salary: £24,000 pa

Location: SCFS Headquarters, Inspire Business Park, Dundonald

Responsible to: The Executive Director

Closing date for receipt of applications: 4pm Thursday 2nd April 2026

SCFS reference documents:

- Scheme of the Charity Commission.
- SCFS Statement of Belief.
- SCFS Strategic Plan and Annual Budget.