

Organisation: Centre for Cultural Witness**Job Title:** Creative Marketing Strategist**Reports to:** Senior Editor**Location:** London (Hybrid)**Hours:** Part-time (3 days per week)**Salary Range:** £38,000 - £42,000 (£22,800 - £25,200 pro rata)**Contract:** Fixed-term for 6 months**About Us:**

The Centre for Cultural Witness (CCW) and its digital publishing platform, *Seen & Unseen*, aim to thoughtfully engage and deepen the Christian voice in public life. We're seeking a Creative Marketing Strategist to play a crucial role in developing and driving our digital marketing and communications strategy, fostering impactful engagement with audiences and maximising the potential of our creative resources. This is an exciting opportunity for a strategic, creative, and proactive individual to make a significant contribution to our mission.

Role Summary:

The Creative Marketing Strategist will lead the implementation and optimisation of *Seen & Unseen's* digital marketing and communications strategy, driving our social media paid and organic efforts, managing agency relationships, and collaborating with internal teams. This role will balance creative vision with data-driven insights, ensuring that content is aligned with strategic objectives and effectively reaches our target audience.

Key Responsibilities:

- **Project management:** Oversee and manage the implementation of *Seen & Unseen's* digital marketing and communications strategy, working in close collaboration with our marketing agency and senior leadership team to ensure alignment with CCW's overarching objectives.
- **Strategic marketing input:** Provide expert guidance on channel selection, content creation, and paid and organic social media strategies to effectively meet *Seen & Unseen's* marketing goals, optimising content across platforms.
- **Agency management:** Act as the primary contact for our marketing agency, ensuring high-quality, cohesive output. Prepare clear, strategic briefs for creative concepts, media planning, content production, and graphic design that align with strategic goals.
- **Performance measurement & KPIs:** In collaboration with senior leadership, define key performance indicators (KPIs), track campaign performance, and provide actionable insights. Utilise data and analytics to refine strategies, improve future campaigns, and contribute to a culture of continuous improvement.
- **Creative ideation & content creation:** Identify opportunities and develop innovative creative concepts that align with *Seen & Unseen's* objectives. Create engaging, high-quality digital content for social media as and when required.
- **Content optimisation:** Analyse and evaluate content reach and engagement, leveraging insights to inform the editorial direction and content strategy.

- **Audience insights:** Deepen understanding of our audience through qualitative and quantitative insights, making informed recommendations to enhance audience connection and engagement with *Seen & Unseen's* objectives.

Person Specification:

- **Creativity & strategic vision:** A creative, strategic thinker who can balance big-picture planning with attention to detail, optimising resource use for maximum impact.
- **Proactive & collaborative:** A self-starter and project manager who drives initiatives forward with enthusiasm, while also being a strong collaborator across teams and with external partners.
- **Content & marketing expertise:** A solid understanding of best practices for different platforms, an understanding of the marketing landscape and a strong grasp of effective content strategies for audience engagement.
- **Content creation:** Proven ability to create short-form videos and craft compelling copy, and a hands-on approach to delivering high-quality content when needed.
- **Analytical acumen:** Skilled in interpreting marketing data and insights, with the ability to translate metrics into meaningful recommendations for content and campaign improvements.
- **Paid advertising proficiency:** In-depth knowledge of paid advertising, with experience managing campaigns and optimising ad spend to achieve strategic objectives.
- **Communication skills:** Exceptional interpersonal and written communication skills, capable of conveying ideas clearly and inspiring others to align with strategic goals.

Qualifications and Experience:

Essential

- Demonstrated experience in digital marketing, content strategy and creation, and project management.
- Strong understanding of analytics tools (e.g., Google Analytics, Meta Business Suite) and experience in data-driven marketing.

Desirable

- Experience working in media publishing, e.g. opinion or magazine sites is desirable.
- Experience working in or with marketing agencies is desirable.
- Subject matter interest in cultural commentary, theology, philosophy and current affairs.

Working for the Centre for Cultural Witness

This post gives an excellent opportunity to be involved in the early stages of a new initiative. The CCW staff work as a small and close-knit team and support each other during busy periods with flexibility and good humour. We offer a generous annual leave and staff benefits package.

Additional information

The full-time equivalent salary for this role is £38,000–£42,000, which is pro-rated to £22,800–£25,200 based on the part-time hours of 3 days per week (0.6 FTE)

Please submit your resume and complete the application questions detailing your experience and interest in the role via the online application. **Applications will be accepted until 12th December. Interviews will take place on Tuesday 17th December.**