



**URBAN
SAINTS**

Marketing & Insights Lead

Information Pack



About Urban Saints

Urban Saints equips youth leaders to disciple young people in today's changing world. Through relevant training, high-quality resources, and a community to be supported and encouraged, we help leaders grow in confidence as they share Jesus - especially with young people who have no connection to church. Our vision is to see every young person given the opportunity to explore faith, wherever they are.

Overall Purpose of the Role

The Marketing and Insights Lead will drive Urban Saints' marketing activity and use data insights to continually improve engagement, reach, and impact across all platforms. This role combines strategic planning with live performance monitoring to ensure our communications are effective and relevant.

Working closely with the wider communications team, this role will be key to building awareness, increasing sign-ups, and growing engagement with our resources, training, and community.

Key Responsibilities

Campaign Planning and Delivery

- Plan and implement integrated campaigns across email, social media, and the website.
- Support launches, events, training, and product sign-ups with timely, engaging content.
- Working with the Communications Coordinator, write and edit marketing copy for emails, landing pages, and social posts.
- Work closely with the Content Creator for design/video requirements

Audience Growth and Engagement

- Build segmented marketing lists using our CRM and web data.
- Use insights to target content to specific audiences (e.g. Youth Leaders, Supporters etc).
- Work collaboratively with the Communications Coordinator to ensure consistent, well-timed messaging.

Performance Monitoring and Optimisation

- Monitor and report on digital metrics (Website, email, social media, ad performance).
- Track user journeys, engagement rates, and campaign ROI.
- Run A/B testing across platforms to evaluate message, format, and timing effectiveness
- Use findings to pivot campaign activity in real-time.

Advertising and Platform Management

- Manage paid ads campaigns (E.g. Facebook, Google, Instagram).
- Optimise ad spend based on performance and adjust targeting as needed.
- Support platform management of tools such as Google Analytics, Hootsuite, Mailchimp, and CRM exports.

Collaboration and Reporting

- Provide regular updates and strategic insights to the Head of Communications.
- Equip colleagues with data dashboards or quick insights where helpful.

Participation in the Urban Saints Team

- Actively work in collaboration with the wider Urban Saints team.
- Participate in regular team meetings, for your department and for the staff team.
- Attend extended team events, including two whole-team residentials per year.

The above list of job duties is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope and level of the post.

About You

We're looking for a strategic, data-savvy communicator who can lead on high-impact marketing campaigns that inspire action and deepen engagement. You'll combine a creative mindset with analytical thinking – confident in using insights to shape campaigns and improve results.

You'll have a strong grasp of digital platforms, be proactive in testing and adapting campaigns, and be passionate about equipping youth leaders with the resources, training, and community they need to succeed in their role and disciple young people.

You'll thrive in a fast-paced, purpose-driven environment, enjoy collaboration, and bring clarity, energy, and organisation to every project.

Skills & Abilities

- Excellent written and verbal communication with a clear, engaging tone.
- Ability to tailor messages and content for different audiences and platforms.
- Strong planning and organisational skills, with the ability to manage multiple campaigns.
- Confident interpreting data and using it to improve communication and engagement.
- Creative approach to problem-solving and campaign development.
- Proficiency in digital tools such as Google Analytics, Mailchimp, Hootsuite, and CRM platforms.

Knowledge & Experience

- Proven experience in marketing and digital analytics.
- Strong understanding of digital metrics, user journeys, and engagement funnels.
- Experience managing email, social media, and website content as part of integrated campaigns.
- Experience creating and managing paid advertising campaigns (e.g. Meta, Google Ads).
- Knowledge of SEO and content optimisation principles.
- Familiarity with the charity, or Christian youth work sector (desirable).
- Understanding of data protection, GDPR, and safeguarding in digital communications (desirable).

Personal Approach & Attributes

- Strategic thinker with an eye for detail and drive for improvement.
- Proactive and self-motivated, able to work independently and meet deadlines.
- Collaborative team player, confident working across teams and functions.
- A genuine passion for youth work and the mission of Urban Saints (desirable).



Job Title:	Marketing and Insights Lead
Department:	Communications Team
Responsible to:	Head of Communications
Responsible for:	N/A
Terms:	Permanent
Salary/rate:	£34,000 - £37,000
Location:	Hybrid (primarily home-based but with travel as the role requires).
Start Date:	Start Date: 1st January 2026
Hours:	Hours: Full-time (37.5 hours per week)

Christian Ethos

This post is subject to an Occupational Requirement that the post holder is a committed Christian under Part 1 of Schedule 9 to the Equality Act 2010. All applicants must be committed to the aims, ethos and values of Urban Saints (www.urbansaints.org/basis-of-faith).

Team Engagement

All full-time Urban Saints employees are required to attend two team residentials per year (one per term, 3 days/ 2 nights each).

DBS Check

Due to the nature of this position, any offer of employment with Urban Saints will be subject to a satisfactory DBS check.

Benefits

- 25 days annual leave plus bank holidays (pro-rated for part time roles)
- Pension Scheme: we contribute 6% to the Urban Saints pension scheme.
- Life assurance: you will receive life assurance cover to the value of four times your annual pensionable salary.
- Eight volunteering days: you will have an opportunity to volunteer for one of our events or a similar charity of choice (pro-rated for part time roles).





URBANSAINTS

How to Apply

- Please fill out our application form, which you can find at www.urbansaints.org/jobs
- We would rather you didn't use AI for your answers as we want the real you. We reserve the right to reject applications if we feel the use of AI has been excessive
- The closing date for applications is Friday 26th September, midday. Please note, we will be actively reviewing applications ahead of the closing date and reserve the right to close applications before this date.