

# RECRUITMENT PACK



## Head of Marketing

April 2025



Scripture Union Scotland is registered in Scotland as a charity (no.SCO11222)  
and as a company limited by guarantee (no.SC54297).

New Olympia House, 13 Olympia Street, Glasgow, G40 3TA.  
[suscotland.org.uk](http://suscotland.org.uk) | 0141 332 1162





# Recruitment Pack

## Head of Marketing

### Hello.

Thank you for taking the time to check out this new Christian leadership opportunity with SU Scotland.

Our shared vision is to see every child and young person in Scotland exploring the Bible and responding to the significance of Jesus.

We're probably best known for our work in schools, with churches and in SU centres. not to mention our dynamic programme of holidays and camps for children in P5 through to S6 where we say to every child and young person, "You belong here."

This newly-created, highly strategic Head of Marketing post offers a phenomenal opportunity to bring creative leadership to marketing and communications within the organisation. Our big vision for the next three years is to see numbers of connections grow from around 5% of Scotland's 700,000 children and young people to 10% or more.

Please enjoy reading through the enclosed recruitment pack and if you have questions about the role prior to applying, just shout.

Meantime, be assured of our prayers for you and others giving serious consideration to whether this could be the right thing for you.

We long to see thousands more young lives transformed by hearing and knowing of God's love for them! Do you feel called to join us?

Robin

Robin MacLellan, CEO  
[robin.maclellan@suscotland.org.uk](mailto:robin.maclellan@suscotland.org.uk)



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# ABOUT SU SCOTLAND

Scripture Union Scotland is part of the worldwide family of Scripture Union movements that began in the nineteenth century and now operate in over 130 countries across the world.

We are a Christian charity working in partnership with local churches and other sympathetic organisations. More than 2,200 volunteers are involved in helping to run our activities, together with around 125 staff and associate workers.

- Our SU Holidays and weekends are the place to be for high energy activities, music, crafts, friends, fun, camping and a whole lot more with Magnitude Festival adding a dynamic new dimension to the mix.
- Our residential centres are places of adventure, escape, discovery and hope, hosting thousands of school pupils on residential breaks each year.
- We work in schools throughout the academic year. SU workers and volunteers contribute to the curriculum in many of Scotland's schools.
- Our discipleship programme helps young people to grow, learn, explore and develop leadership skills.





# OUR VISION & VALUES

**Our vision is to see every child and young person in Scotland exploring the Bible and responding to the significance of Jesus.**

**Everything we do is governed by two core values: [dependence on God](#) and [deepening relationships](#).**

**We love to see children and young people:**

- **Feeling valued and accepted in every encounter with SU Scotland** being able to express their views, engage with others, and grow in confidence as they recognise and develop their abilities.
- **Exploring the key stories and events from the Bible**, reading and studying the Bible on their own and with others, and growing in their understanding of God and what it means to follow him.
- **Having opportunities to learn about Jesus**. Making the decision to follow Jesus, and having the confidence to reflect this in their choices, attitudes and actions.







# OUR STRATEGY 2024+

## VISION

Our vision is to see every child and young person in Scotland exploring the Bible and responding to the significance of Jesus.

## VALUES

Everything we do is governed by our core values of Dependence on God and Deepening Relationships

## OUTCOMES we seek for children and young people

### Discover

- Discover God's love for them
- Encounter God's goodness through the service of his people
- Explore God's world

### Explore

- Explore and understand the Christian faith
- Read the Bible and understand its big story

### Respond

- Space to reflect and make a response to the Gospel
- Children and young people coming to faith

### Flourish

- Confidence in living for Jesus and sharing faith
- Grow as a disciple and young leader
- Help disciple others

## ANCHORS

As we work we will do so with:

- Bibles open – Prayer central – Ministry at the Margins prioritised – Volunteers first –
- Disciples making disciples – Serving churches – Residentials transforming lives



# JOB OVERVIEW

**Job Title:** Head of Marketing

**Salary:** £40,271 – £43,454 annum, plus generous employer pension contributions, annual leave allowance and other benefits

**Location:** Hybrid: SU Scotland's Glasgow Office/Home, and role related travel throughout Scotland as required

**Contract:** Permanent/Full time, although flexible working options will be considered

**Managed By:** Creative Director

**Responsibility for:** Communications Manager, Content Creator

**Key Relationships:** **INTERNAL:** Fundraising Team; Centre Directors; Holidays Manager; Leadership Team (CEO and Dept Directors); Volunteers Manager; Head of CRM and Analytics; Regional Team Leaders; Prayer and Church Partnerships Coordinator; HR Partner.

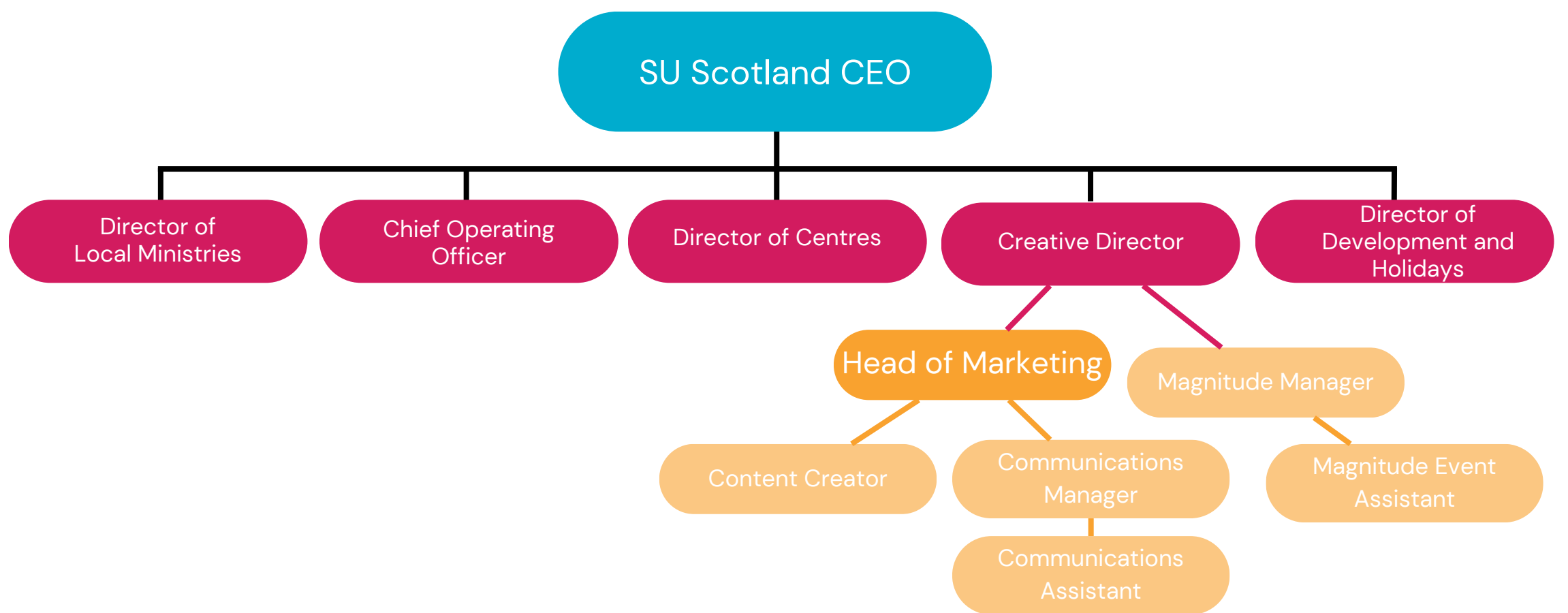
**EXTERNAL:** External Agencies; Media Consultant; design, print, mailing; web developers and other freelance creatives







# HOW THIS ROLE FITS IN



## Job Purpose

As part of the Creative Team, to plan, oversee and implement the marketing strategy for SU Scotland. To participate fully in the life and witness of SU Scotland and to provide a marketing service, delivered with exceptional creativity and strategic excellence.





# TASKS & RESPONSIBILITIES

## Spiritual Leadership

- As a practising Christian, to demonstrate commitment to the SU Scotland ethos, modelling Christian lifestyle, values and work practices to staff and volunteers alike.
- Demonstrate continual reliance on God through active participation and leadership of prayer and Bible teaching in staff meetings and corporate staff prayer and worship together.
- Model godly leadership in all aspects of character and conduct by consistently demonstrating Christ-likeness in attitudes and behaviour at work.
- Take responsibility for ensuring that staff development policies and practices are Implemented for all members of staff within the team, including facilitating development reviews for each direct report.
- Pursue and maintain a Christian faith through ongoing personal spiritual development and a relationship with God.
- Provide support and spiritual encouragement to staff and colleagues, in line with Biblical principles in keeping with SU Scotland's ethos and statement of understandings.
- Serve as a core member of the Wider Leadership Team which brings together heads of all the sub-departments on a regular basis.

## Marketing Strategy

- Create a marketing strategy for SU Scotland
- Develop a comprehensive marketing strategy that grows brand awareness and helps achieve the 2024-27 strategy, leaning on the values and enabling the vision.
- Create a detailed, costed and timed annual marketing plan that identifies all key activities that SU Scotland needs to engage in to achieve its targets, reporting monthly on this.
- Lead in the creation and delivery of social media strategy across organisational channels, in collaboration with communications staff.
- Build and execute campaigns to widen reach of Bible teaching content and curriculum resources beyond SU Scotland's existing network.
- Work with individual teams to create departmental marketing plans that align with the wider organisational marketing strategy.
- Provide ongoing marketing consultancy and advice to ministry leaders across SU Scotland.

## Brand Management

- Develop and manage the SU Scotland brand, ensuring strong and consistent messaging.
- Oversee overall brand architecture, helping support sub brands and brand extensions.



# TASKS & RESPONSIBILITIES

## Implement effective marketing, leading to increased levels of ministry activity and income across SU Scotland

- Plan and deliver creative marketing and publicity campaigns.
- Work with the Holidays Department and SU Scotland's residential centres in developing their marketing delivery.
- Work with colleagues in children and youth facing roles, to shape messaging and publicise events and training, in line with wider marketing strategy.
- Assist the Fundraising team with the marketing of new fundraising products, resources, advertising, and events.
- Support the HR Partner and Volunteers Manager in identifying new strategies for advertising and promoting staff vacancies and volunteering opportunities.

## General Data Protection Regulations (GDPR)

- Ensure SU Scotland is compliant with GDPR and other data protection laws.
- Provide advice and guidance to SU Scotland on data protection matters, including policies, procedures, and documentation.

## Supporting the Creative Team

- Demonstrate excellence in marketing to help train and equip the wider team in good practice.
- Work with the Magnitude Events Manager to integrate marketing strategy for the festival with that of the wider organisation and help grow this partnership initiative.
- In collaboration with the wider Creative Team, create an annual budget and operate within approved budget levels.
- Network with counterparts fulfilling similar roles with other charities.

## Ministry Partner Development

Each member of the SU Scotland staff team is involved in support raising to an appropriate extent. Our Fundraising colleagues will resource you for this task and your line manager will agree an action with you that reflects the nature of your role. Time is set aside as part of the working week for these tasks. Action plans may include:

- personal approaches to potential donors and prayer supporters to invite them to partner in your ministry
- regularly updating your action plan and keep a track of tasks undertaken
- regular communication with existing prayer and financial supporters to ensure they are well-informed and their contribution appreciated
- being aware of volunteering opportunities and promoting these as appropriate



# OTHER REQUIREMENTS

## In common with all SU Scotland staff members:

- Further the aims and activities of SU Scotland.
- Undertaking professional development through active participation in annual work appraisals, supervision and internal or external training as required or individually identified.
- Attendance and full involvement at the annual staff residential conference and other staff days as they arise, taking part in planning and/or delivering activities/sessions as required.
- Taking part in other Scripture Union activities where appropriate.
- Demonstrating commitment to the SU Scotland ethos, vision, values and work practices, and the wider ministry of SU in Scotland and beyond.
- The above list is intended to give an indication of the range of duties for the role. Other tasks/responsibilities, appropriate to the remit, will be expected as required.

## Occupational Requirement

- An Occupational Requirement applies in terms of the Equality Act (part 1, schedule 9).
- This post requires the occupant to have a personal faith in Jesus Christ as Saviour and Lord and to believe the Bible to be fully trustworthy in all that it affirms, and the highest authority for faith and life in keeping with SU Scotland's statement of faith. These principles require to be applied alongside the professional skills required in this role.



# PERSON SPECIFICATION

CRITERIA	ESSENTIAL	DESIRABLE
<b>Skills and Experience</b>		
Demonstrates excellence and flair in written communication, presentation and editorial skills	✓	
Proven track record of operating at a strategic leadership level	✓	
Previous experience of creating strategic plans for marketing delivery	✓	
Proven experience of leading and developing teams	✓	
Possesses high level of digital literacy and experience of managing social media platforms	✓	
Knowledge and experience of online distribution channels and tactics for online advertising	✓	
Expertise and experience of data protection law		✓
Flair for graphic design and familiarity with Adobe Creative Cloud		✓
Experience in publication and product development	✓	
Previous experience of dealing directly with the media	✓	
Experience of managing budgets, costing and resourcing projects	✓	
<b>Aptitude</b>		
Possesses a mature Christian faith and demonstrates skill in blending this into professional communications expertise and approach to work and witness	✓	
Ability to build excellent working relationships internally and externally with good influencing and diplomacy skills		✓
Ability to represent the organisation in a professional manner	✓	
Ability to assess information and produce objective and analytical reports		✓
Project management skills to enable delivery against multiple tasks at any one time	✓	
Demonstrates commitment and drive	✓	
Ability to be self-motivated, collaborative and an adaptable team player	✓	
Ability to demonstrate strong creative approach to projects, bringing innovative solutions	✓	
<b>Education and Qualifications</b>		
Degree-level qualification or equivalent related qualification		✓
Professional qualifications in Marketing or Communications	✓	
<b>Other</b>		
A practising Christian whose lifestyle is in keeping with SU Scotland's ethos and statement of faith. Must enjoy the confidence of his or her church fellowship.	✓	
Has own transport and full driving licence	✓	
Able to undertake evening and weekend duties.	✓	
Able to demonstrate awareness of SU Scotland's activities		✓





# TERMS & CONDITIONS

## **HOURS**

The post is full time, working 37.5 hours per week. Flexible working arrangements may be considered. Some weekend and evening work may be required.

## **PROBATIONARY PERIOD**

The first six months of your employment will be probationary. Your performance will be reviewed throughout this period. If your performance is satisfactory at the end of this period, your appointment will be confirmed. The employer reserves the right to extend your probationary period.

## **TERMINATION OF EMPLOYMENT**

During the probationary period the notice required to be given either by you or Scripture Union Scotland to terminate your employment is one week. Except during the probationary period, the length of notice which you are obliged to give the company to terminate your employment is twelve weeks. Except during the probationary period, the length of notice which you are entitled to receive from the employer to terminate your employment is four weeks until you have been continuously employed for five years. Thereafter, you will be entitled to one further week's notice for each completed year of service up to a maximum of twelve weeks. Your employment may be terminated summarily in the event of a breach of contract by you that warrants summary dismissal.

## **SALARY**

£40,271 – £43,454 annum (dependent upon experience) per annum. You will be paid in arrears on a monthly basis, on or before the 28<sup>th</sup> of each month.

## **PENSION ARRANGEMENTS**

SU Scotland operates a Group Personal Pension Scheme for employees over 18 and under 75 years of age. An employer's contribution of between 5% and 9% of total pensionable salary will be paid (the actual amount depending on your level of employee's contribution.)

## **LIFE INSURANCE COVER**

Life insurance cover of three times your annual salary is provided, with the premium being paid for by SU Scotland.

## **HOLIDAYS**

The holiday year runs from 1 April to 31 March. Annual leave entitlement for a full-time post is 33 days paid holiday (this amount is inclusive of entitlement to local and national holidays). Annual leave entitlement for part-time and fixed term staff is pro-rata. Annual leave entitlement will increase with length of service.





# NEXT STEPS

If you feel this role is something that God may be calling you to apply for:

- For general questions about the role, please email [jenny.hamill@suscotland.org.uk](mailto:jenny.hamill@suscotland.org.uk)
- Download your application from BambooHR: <https://suscotland.bamboohr.com/careers/29>
- Submit your completed forms through the application portal before the closing date – **4pm, 23 May 2025**

## THANKS FOR YOUR INTEREST!



**SU Scotland**

@suscotland    

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Registered office: New Olympia House, 13 Olympia Street, Glasgow G40 3TA. Telephone: 0141 332 1162  
Scripture Union Scotland is registered with the Information Commissioner's Office under registration reference ZA356097.  
SU Scotland subscribes to the United Nations Convention on the Rights of the Child, as reflected in UK law.