

DIGITAL GROWTH LEAD

Marketing & Digital Strategy Department
Newbold College of Higher Education, United Kingdom
Part-time, Fixed Term, 20 hours per week

About the College and Newbold Connect

Newbold College of Higher Education is a vibrant Christian institution with a long-standing international reputation in Seventh-day Adventist circles as a centre of excellence in biblical, theological, and pastoral education. The College attracts students from many countries and cultures and is committed to the ongoing formation of Christian disciples across its campus programmes and digital platforms.

Newbold Connect is a cinematic, practice-first learning platform built by the. The platform produces short, premium-quality classes taught by academics and practitioners, designed to help people integrate Christian faith with everyday life: work, leadership, relationships, health, and community.

Every class is produced to a high creative standard — thoughtful scripting, careful post-production, and a single weekly practice that learners can actually apply. Formation, not just information. Rooted in the Adventist tradition and open to a broader Christian audience, Newbold Connect approaches its public launch on 27 June 2026 — with a growing class library, a board-approved financial model, and institutional backing from the College and the TED. Phase 2 will extend into CPD-aligned professional development for pastors and leaders.

This is an early-stage platform with serious institutional foundations. The work is meaningful, the standards are high, and the growth opportunity is real. This hire is central to that growth.

The Role

We are seeking a Digital Growth Lead to join the Marketing & Digital Strategy Department on a part-time basis (20 hours per week). This role is the operational engine of Newbold Connect: the person appointed will make the platform work — building the systems, running the campaigns, and creating the member experience that turns interest into growth.

The Head of Marketing & Digital Strategy sets direction and makes strategic decisions. The Digital Growth Lead implements, executes, and keeps everything moving. This is a hands-on role for someone who thrives in a digital environment, picks up new tools quickly, and finds satisfaction in making things run well.

The platform runs on Kajabi — an all-in-one membership and digital learning tool. Experience with Kajabi specifically is not required, but comfort with digital platforms and the confidence to learn new systems independently are essential.

Key Responsibilities

A full job description is available on request. The key areas of responsibility are:

Platform & Campaigns

- Manage and optimise the Kajabi platform: funnels, email automation, membership tiers, and member access
- Plan and execute class launch campaigns end-to-end: landing pages, email sequences, social content, and post-launch reporting
- Run experiments on copy, offers, and CTAs; report results and make recommendations to the Head

Social Media & Content

- Own Newbold Connect social media channels: plan, create, schedule, and manage community interactions across all platforms
- Coordinate content planning across email, social, and ads; use ready-made templates and brief the Design Lead on bespoke assets
- Attend and facilitate class recording sessions, supporting instructors on the day

Live Events

- Manage the operational delivery of monthly Q&As, quarterly webinars, and the annual NC in-person event: logistics, promotion, registration, and follow-up

Member & Instructor Relations

- Serve as the first point of contact for NC members: handle routine support enquiries timely and escalate as needed
- Act as the day-to-day contact for instructors: manage timelines, collect assets, and communicate feedback

Analytics & Reporting

- Own the NC analytics dashboards and produce consolidated reports covering platform and social performance
- Flag issues early and bring data-informed recommendations to the Head

Who We're Looking For

We are looking for the right person, not the right CV. The skills and instincts below matter more to us than a specific job title or years of experience in a particular platform.

Personal Profile

- Genuinely tech-savvy: you pick up new digital tools quickly, find your own way around unfamiliar platforms, and are not put off by software that requires a learning curve
- A self-directed learner: when you don't know how to do something, you find out — through tutorials, documentation, or experimentation — rather than waiting to be taught
- Organised and reliable: you manage multiple tasks without dropping things, meet deadlines consistently, and communicate clearly when priorities shift
- Creative with an eye for quality: you notice when something looks or reads well, and when it doesn't — and you care about the difference
- Marketing-minded: you understand how audiences make decisions, what makes a message land, and how to move someone from awareness to action
- Comfortable with data: you can read a dashboard, spot what matters, and explain what it means in plain language
- Collaborative and proactive: you work well alongside a small team, take initiative, and bring solutions rather than just problems
- Comfortable using AI tools to support your work — whether for drafting copy, generating ideas, researching topics, or finding faster ways to get things done

Skills

- Strong written English: clear, engaging, and adaptable to different contexts and audiences
- Familiarity with digital marketing fundamentals: email marketing, social media management, basic funnel logic, and online advertising
- Basic graphic design ability or confidence using design tools (Canva, Adobe Express, or similar) to produce and adapt visual content
- Comfort with productivity and collaboration tools: project management apps, shared calendars, content schedulers, and video platforms
- An understanding of analytics: what to measure, what the numbers mean, and how to act on them

Essential Requirements

- Genuine personal commitment to the Christian faith and alignment with the ethos and mission of Newbold College of Higher Education
- Right to live and work in the United Kingdom
- Excellent written and spoken English

Desirable

- Familiarity with the Seventh-day Adventist Church and its global community
- Prior experience with an all-in-one membership or course platform (e.g. Kajabi, Teachable, Thinkific, Circle, or similar)
- Experience in a digital marketing, content, or community management role
- Familiarity with GDPR obligations in a digital or membership context

Salary and Terms

Contract: Part-time, Fixed Term — 20 hours per week. An initial period of one year is anticipated, with the expectation of continuation subject to platform growth.

Salary: In accordance with the denominational salary scale, pro-rated to FTE. Specific salary information will be provided to shortlisted candidates.

Start date: As soon as possible by mutual agreement. The College is seeking to appoint ahead of the Newbold Connect public launch on 27 June 2026.

Right to Work

All applicants must have the right to live and work in the United Kingdom. Applicants will normally be expected to live within reasonable commuting distance of the College, or to be able to work remotely in alignment with the College's hybrid working arrangements. Specific arrangements will be confirmed during the recruitment process.

Christian Ethos

Newbold College of Higher Education is a Christian institution affiliated with the Seventh-day Adventist Church. All staff are expected to support and respect the Christian ethos of the College. For this role, a personal commitment to the Christian faith is an essential requirement. Applicants are invited to address this in their covering letter.

Equal Opportunities

Newbold College of Higher Education is committed to equality of opportunity and welcomes applications from all sections of the community. We are committed to creating an inclusive environment that values diversity and we encourage applications from individuals regardless of background.

Accessibility and Reasonable Adjustments

We are committed to making our recruitment process as accessible as possible. If you have a disability or require any reasonable adjustments to be made at any stage of the application or interview process, please contact us and we will be happy to discuss how we can support you.

How to Apply

To apply, please submit the following documents by email:

- A covering letter addressing the selection criteria, including a brief account of your approach to digital tools and your personal Christian faith commitment
- A current curriculum vitae (CV)

- The names and full contact details of two referees (references will not be contacted without prior notice)

Applications should be sent to: Miss Onicah Singo at hr@newbold.ac.uk

Closing date: 22nd of May 2026

Interviews: Between 25th and 29th of May 2026. Shortlisted candidates will be notified in advance.

We look forward to receiving your application.