Kingdom Bank

Application Pack

Marketing Executive

October 2026

Thank you for your interest in applying for the role of Marketing Executive at Kingdom Bank.

A Bank on a Mission

Since new ownership in 2020, Kingdom Bank has been rapidly growing. Churches and Christians across the UK are increasingly looking to us because they want their savings to fuel gospel mission and not just sit in a standard high-street account. We're becoming the go-to bank for evangelical churches, Christians and Christian-led businesses, and we're just getting started!

Are You Our New Marketing Executive?

To help drive this growth, we're seeking a Marketing Executive to join our Marketing Team. Because this role represents a Christian bank serving the evangelical church, there is an Occupational Requirement for the successful candidate to be a committed Christian.

A Small Team With Big Impact

We're a close-knit team of around 60 people - small enough that every individual can shape the Bank's direction. Our culture is hardworking, warm, informal, and passionate about making Jesus known. We trust our people to balance flexibility with responsibility, support one another, and deliver excellent service for our customers. And we invest in our team through training, development, and opportunities to grow and progress. from you.

If you believe that you have the skills and the passion to join the Kingdom Bank team, please do apply. We look forward to hearing from you.

Paul Houghton

Chief Executive Officer

Our history

Kingdom Bank exists to help churches grow. This has been our mission throughout our history as the Bank has evolved and grown.

Our story began in the early 1950s when George Oldershaw, a pastor in the Assemblies of God fellowship, identified a need for newly planted congregations to have the means to purchase their own premises. Facing hesitancy from High Street banks to lend to churches, Oldershaw came up with an innovative solution: the Assemblies of God Property Trust.

The Trust provided a way for congregations who were better established to deposit money which could then be lent to newer fellowships. Over the decades, the organisation continued to grow and fulfil its mission of funding church growth across the UK. It was authorised by the Bank of England – and, subsequently, the Financial Services Authority – in the 1980s.

Wanting to widen its services to the whole of the UK Church, Kingdom Bank was launched as a wholly owned subsidiary of the Charity on 1 January 2005, authorised and regulated by the Financial Services Authority.

In 2020, Kingdom Bank entered a new chapter and was acquired by a group of Christian investors, including UK charity Stewardship and a consortium of individuals. With a shared passion to see churches, charities and Christian workers thrive, this new, shared ownership, has positioned the Bank towards growth and to lend more than ever before.

Our products and services

The business of the Bank primarily consists of mortgages to churches, ministry workers and Christian charities. In conjunction with this, the Bank provides a range of savings and deposit accounts, designed to provide Christian individuals and organisations with a way to save whilst putting their money to work for the Kingdom. We also encompass Kingdom Bank Insurance Brokers, specialising in finding churches and charities the cover they require for their ministries. Most recently we have launched a Property Services consultancy operation, designed to serve churches with acquiring and developing property for their ministries.

Marketing Executive

The following are the main terms and conditions for the role. Further details can be provided on request.

When you'll work

35 hours per week, generally expected to be worked Mondays to Fridays and between 8.30am and 5.30pm. However part-time hours are a consideration in this role. The working pattern will be agreed with the line manager under the Bank's flexible working policy.

27 days (or pro-rata equivalent) paid holiday (excluding bank holidays), and the opportunity to purchase additional holiday up to a maximum entitlement of 32 days per annum.

Where you'll work

The ideal candidate would be able to attend the Bank's office at least once a week, but with a minimum expectation of at least two office-based days per month in accordance with the Bank's flexible working policy.

The Bank's office is located at Media House, Padge Road, Beeston, Nottingham, NG9 2RS, and remote workers are responsible for covering commuting and accommodation costs when attending the office.

Salary & Benefits

Salary, dependent on skills and experience, between £30,000 and £35,000 with a pro-rata equivalent for a part-time role.

Salary sacrifice pension scheme: 9% of salary (up to £50,000) on an unmatched basis and up to 4% of total salary on a matched basis.

Other benefits in accordance with the Bank's People Policy on completion of probation, including travel loan scheme, electric vehicle salary sacrifice leasing scheme, enhanced maternity pay, payroll giving scheme, additional holiday purchase, private medical insurance, free eye tests, and death in service benefit.

Probation

The post is subject to a three months' probation period.

Occupational Requirement

This role has been assessed as carrying an Occupational Requirement for the post holder to be a committed Christian.

Marketing Executive

Reports to: Brands and Communications Manager

ROLE

The Marketing Executive plays a key role in delivering Kingdom Bank's marketing activity, providing hands-on support across campaigns, content, customer communications and digital channels. The role combines broad marketing expertise with a particular strength in writing, communication and content creation, enabling the successful execution of marketing plans whilst upholding the Bank's three priorities:

Quality *We seek to deliver high quality across every aspect of the Bank's activities.*	• *Ensures campaigns, website content, emails and customer-facing materials are delivered on time and with attention to detail.* • *Uses marketing reporting and analysis to evaluate performance and support continuous improvement across marketing activity.*
Culture *We want the Bank's mission and core values to be evident in both what we do and the way we behave.*	• *Identifies and shares customer stories that demonstrate the impact of the Bank's work.* • *Works collaboratively across teams and with external partners, modelling the Bank's values.*
Growth *We want to achieve sustainable profitable growth in line with the Bank's mission and every team member has a role to play in this.*	• *Supports customer acquisition and engagement through effective campaigns and content.* • *Takes ownership of smaller marketing initiatives and supports major campaigns that contribute to the Bank's growth objectives.*

MAIN RESPONSIBILITIES

Campaigns

- Take ownership of the planning, coordination and delivery of smaller marketing campaigns, ensuring activities are completed on time and to the required standard.
- Support the development and execution of larger multi-channel marketing campaigns.
- Work with internal stakeholders and external partners to deliver campaign activity effectively and efficiently.

Communications

- Produce clear, compelling and customer-focused copy for marketing materials, customer communications, blogs, articles and promotional content.
- Develop and maintain website content, ensuring information is accurate, relevant and aligned with the Bank's brand and mission.
- Identify, develop and promote customer stories and case studies that demonstrate the impact of Kingdom Bank's work.

Email Marketing

- Develop, build and deploy email marketing communications to support customer acquisition, engagement, retention and service communications.
- Assist with customer journey and nurture communications, ensuring messaging is timely, relevant and effective.
- Maintain customer communication preferences in accordance with Bank policies and regulatory requirements.

Content Marketing

- Create engaging content across digital channels, including website, email, social media and other marketing platforms.
- Support the planning and delivery of organic social media content in line with the Bank's content and marketing strategies.

Reporting

- Monitor and analyse marketing activity, campaigns and content performance against agreed objectives and KPIs.
- Support data-driven decision-making through analysis of customer engagement and marketing effectiveness.

Compliance

- Ensure all marketing activity, customer communications and content comply with relevant regulatory, legal and internal policy requirements.
- Work closely with relevant stakeholders to ensure appropriate review and approval processes are followed.

General

- Utilise marketing systems and tools, including CMS and CRM platforms, to manage content, campaigns and customer communications effectively.
- Undertake any other duties and responsibilities commensurate with the grade and scope of the role as reasonably required.

SUPERVISION OF OTHERS

- Not applicable to the role.

OTHER WORKING RELATIONSHIPS

- Brand and Campaigns Manager - line management, work allocation and campaign delivery
- Chief Market Officer - support delivery of marketing strategy and business objectives.
- Digital Marketing Manager - collaboration on digital marketing, CRM, website and reporting activity.
- Marketing colleagues - coordination of campaigns, content, reporting and marketing operations
- External suppliers and agencies.
- Customers and other stakeholders involved in marketing activity, case studies and customer stories.

PERSON SPECIFICATION

Key: Essential (E) and Desirable (D)

Knowledge

- Educated to A-Level standard or equivalent, or qualified through relevant marketing experience. **(E)**
- Understanding of marketing principles and channels, including content marketing, email marketing, digital marketing and social media. **(E)**
- Understanding of customer-focused communications and brand management. **(E)**
- General awareness of the UK financial services sector and regulatory environment. **(D)**
- Understanding of the mission and values of Kingdom Bank and an appreciation of the Christian ministry and church sectors. **(D)**

Experience

- Experience working in a marketing, communications or digital marketing role. **(E)**
- Experience creating written content for a variety of channels, including websites, email communications, social media and marketing collateral. **(E)**
- Experience supporting or delivering marketing campaigns. **(E)**
- Experience using content management systems (CMS) and/or customer relationship management (CRM) platforms. **(D)**
- Experience using marketing data and reporting to evaluate performance and identify improvements. **(D)**

Skills

- Excellent written communication and copywriting skills, with the ability to produce engaging and accurate content for different audiences. **(E)**
- Strong organisational skills, with the ability to manage multiple tasks and priorities effectively. **(E)**
- Highly accurate with excellent attention to detail. **(E)**
- Strong interpersonal and relationship-building skills. **(E)**
- Competent IT user, including Microsoft Office, and willing to learn new systems and software. **(E)**
- Ability to work collaboratively with colleagues, stakeholders and external partners. **(E)**
- Ability to analyse information, interpret results and present findings clearly. **(D)**
- Creative thinking and a proactive approach to identifying opportunities and solving problems. **(D)**

Personal Qualities

- **Highly organised and methodical**, with the ability to manage multiple projects, deadlines and priorities in a fast-paced environment.
- **Strong relationship builder** who works collaboratively with colleagues, stakeholders, agencies and external partners.
- **Self-motivated and proactive**, taking ownership of tasks and delivering work to a high standard with minimal supervision.
- **Creative and customer-focused**, able to identify opportunities and develop engaging content and communications.
- **Resilient and adaptable**, responding positively to changing priorities and business needs.
- **Committed to quality**, producing accurate, professional work with strong attention to detail.
- **Supportive of the Bank's mission, values and culture**, ensuring these are reflected in both behaviour and outputs.
- **Willing to learn and develop**, embracing new ideas, technologies and ways of working.
- **Trustworthy and professional**, handling information sensitively and maintaining confidentiality where required.

Cultural Alignment

- Holds and practices a Christian faith in line with the Occupational Requirement under the Equality Act 2010 for the job holder to be a committed Christian. (E)

Our mission is to glorify the Lord Jesus Christ by providing distinctive savings, lending and other financial services which advance His Kingdom, changing lives.

This Code of Conduct applies to all members of the Kingdom Bank (the 'Bank') team of full time and part-time employees ('Team Members') and, where appropriate, contractors or consultants engaged by the Bank in customer-facing or similar roles ('Associate Team Members').

All Team Members are expected to sign the Code as part of their onboarding and annually thereafter.

As a Team Member or Associate Team Member,

1. I accept that:
   - the Bank is overtly a Christian organisation, with a Mission "to glorify God by providing financial services which support the ministry of UK churches";
   - the Bank holds to the Christian faith as set out in the Bible, core elements of which are summarised in the (the 'Basis of Faith') included in Appendix I to this code;
   - the Bank's meetings will regularly include Bible reading, Bible teaching, prayer and/or listening to or watching Christian songs and videos, as these activities demonstrate Christians' submission to God – Team Members are expected to attend all meetings which are relevant to their role, but the Bank will work hard to ensure that no Team Member feels pressure actively to participate in any exclusively Christian activity;
   - the Bank has three Core Values, set out in its Ethical Policy, which are based on the Christian faith applied in the Bank's context: Honouring God, Putting Others First, and Committed To Quality – these are included in Appendix II to this code;
   - the Bank exercises its right under English law, as an occupational requirement, to employ committed Christians (who subscribe to the Basis of Faith) in the Bank's customer facing and leadership roles; and
   - the Bank reasonably expects each Team Member or Associate Team Member to conduct themselves in such a way as supports and does not undermine the Bank's brand, its Mission and its Core Values.
2. I confirm that I will make every effort to conduct myself in such a way as supports and does not undermine the Bank's brand, its Mission and its Core Values. This includes my conduct in all communications both in-person and online, during and outside working hours.

This code is not intended to stifle any Team Member's thoughts or concerns, and the Bank will always pursue a culture of openness, which encourages gracious discussion and debate. Discrimination is not acceptable unless warranted by a lawful occupational requirement pursuant to the Bank's brand, its Mission and its Core Values. Sexual Harassment, Harassment and victimisation are never acceptable and any concerns should be raised with line managers and addressed as appropriate in accordance with the Bank's policies

Appendix I – Evangelical Alliance Basis of Faith

We believe in …

1. The one true God who lives eternally in three persons – the Father, the Son and the Holy Spirit.
2. The love, grace and sovereignty of God in creating, sustaining, ruling, redeeming and judging the world.
3. The divine inspiration and supreme authority of the Old and New Testament Scriptures, which are the written Word of God – fully trustworthy for faith and conduct.
4. The dignity of all people, made male and female in God's image to love, be holy and care for creation, yet corrupted by sin, which incurs divine wrath and judgement.
5. The incarnation of God's eternal Son, the Lord Jesus Christ – born of the virgin Mary; truly divine and truly human, yet without sin.
6. The atoning sacrifice of Christ on the cross: dying in our place, paying the price of sin and defeating evil, so reconciling us with God.
7. The bodily resurrection of Christ, the first fruits of our resurrection; his ascension to the Father, and his reign and mediation as the only Saviour of the world.
8. The justification of sinners solely by the grace of God through faith in Christ.
9. The ministry of God the Holy Spirit, who leads us to repentance, unites us with Christ through new birth, empowers our discipleship and enables our witness.
10. The Church, the body of Christ both local and universal, the priesthood of all believers—given life by the Spirit and endowed with the Spirit's gifts to worship God and proclaim the gospel, promoting justice and love.
11. The personal and visible return of Jesus Christ to fulfil the purposes of God, who will raise all people to judgement, bring eternal life to the redeemed and eternal condemnation to the lost, and establish a new heaven and new earth.

See http://www.eauk.org/connect/about-us/basis-of-faith.cfm

Appendix II – Kingdom Bank – Core Values

1. **Honouring God**
The Bank exists to serve the Lord Jesus Christ by serving His church. As a Christian bank, what we do and how we do it all flows from our desire to honour and love God, not pointing to ourselves but to the Lord Jesus as we seek to serve Him.

We acknowledge our accountability before God for all our thoughts, words and actions. We recognise before God that we continually fail to meet His perfect standards, and we delight in His acceptance and forgiveness and are committed to bringing ourselves and the Bank to Him in prayerful dependence.

2. **Putting Others First**
We serve customer in humility, making every effort to put them before ourselves, designing straightforward products and services to meeting their needs, and always treating them with respect and honesty, whether or not they are present.

We are pleased to submit to our regulators with openness and integrity, recognising that they are authorities put in place by God. We treat our suppliers and other external stakeholders fairly and honestly.

Within the Bank we encourage each Team member, Christian and non-Christian, to grow and develop within their role; to grow in their understanding of the Christian faith, as set out in the Bible; and, we pray, to grow in their knowledge and love for Jesus Christ as their saviour and Lord.

3. **Committed to Quality**
We place great importance on the application of best practice in business ethics, including trust, integrity, fairness, respect and openness. In our working together as a Team we encourage transparency, honesty and holding ourselves accountable to each other.

We provide financial services responsibly, in particular providing a secure home for customers' deposits and only lending where we consider it to be in the customer's best interests.

We always seek to do the right thing under God in every situation. Within a hard-working environment, we prioritise setting time aside with God for reading the Bible, prayer and collective worship.