

Job Description

About Premier

Premier is the UK's Christian Media Mission Agency. We exist to help people encounter God through media and experience renewal.

Ultimately, we believe encountering God transforms us into the image of Christ, which is the destiny of all believers. We want to catalyse renewal in the nation through renewal in the Church, by the renewal of individuals transformed into the likeness of Christ.

Premier's Approach

We aim to lead people to an encounter with God through thoughtful content, accessible distribution, and effective communication strategies. Our content is rooted in Biblical truth and serves Christians from all backgrounds, addressing real-life issues head-on. We ensure quality delivery by using the best technology and the most convenient platforms, supported by impactful campaigns and strong brands designed to engage our audience.

Our decision-making process begins with listening - to the Holy Spirit, our audience, and each other - and is guided by wisdom, strategy, data, and God's word. We focus on what bears fruit, pruning what does not, and rely on a talented team of employees, advisers, and partners working together.

Through a dual transformation approach, we strive to both maximise and enhance our current work, while actively exploring new ways to innovate for the future.

Premier's Culture

Ultimately, our culture is shaped by our Christian ethos and our role as a media organisation. When we use our values to make decisions, we make a deliberate choice to focus on what is important to us.

When our culture is embodied in our actions, it creates the environment for success, sets the tone for our organisation and helps to provide the best experience to those we serve.

Premier people are ...

- Honest:** We tell the truth, admit mistakes and share credit
- Loving:** We serve, look after, forgive and encourage one another
- Excellent:** We create top quality work and strive to get things right
- Creative:** We find innovative ways to achieve our mission and solve problems
- Dynamic:** We adapt quickly to changing circumstances



Job Title:	Subscriptions Promotions Manager
Department, Team:	Magazines
Location:	Hybrid (London office and Home)
Contract type:	Permanent
Working hours:	Part-time: 21 hours per week (days to be agreed) Standard hours: 9.15am – 5.15pm
Reporting to:	Publishing Director

Purpose of the role

The Subscriptions Promotions Manager will own and drive the acquisition, retention and growth of Premier’s print and digital magazine subscribers.

Scope of the role

- 1. Strategy, ownership and performance**
- 2. Offers, pricing and conversion**
- 3. Retention, lifecycle and churn reduction**
- 4. Channels, partnerships and growth levers**
- 5. Editorial, brand and audience insight**
- 6. Collaboration and governance**

Duties and Responsibilities

1. Strategy, ownership and performance

- Own **subscriber acquisition, retention and net growth targets**, with clear KPIs and accountability
- Lead a **weekly subscription trading meeting**, using data to drive decisions and prioritisation
- Work with the Head of Data Insight to design and maintain dashboards that provide clear visibility of performance, trends and opportunities
- Define and champion subscription growth targets across the organisation

2. Offers, pricing and conversion

- Own and continuously optimise subscription offers, pricing, discounting strategy and pop-ups and on-site conversion mechanics
- Advise on paywall strategy
- Test, evaluate and refine offers over time, applying structured experimentation and learning
- Where possible, review and simplify the checkout and purchase journey to improve conversion
- Ensure all changes are measured and evaluated before and after implementation

3. Retention, lifecycle and churn reduction

- Own the full subscriber lifecycle, from first registration to long-term retention
- Manage and optimise:
 - Subscriber welcome journeys
 - Registrant-to-subscriber conversion journeys
 - Cancellation and win-back email series
 - Involuntary churn (e.g. failed payments) recovery journeys
- Reduce churn through insight-led improvements to messaging, timing and value proposition

4. Channels, partnerships and growth levers

- Oversee subscription acquisition across **all available channels**, including:
 - Website and social journeys
 - Email
 - Radio, podcast and digital advertising
 - Telemarketing (new sales and win-back)
 - Events, free copy distribution and physical retail opportunities
- Devise scripts and incentives for telemarketing
- Oversee and grow cross-selling of magazine brands to wider Premier audiences
- Review existing physical distribution arrangements and propose new opportunities (e.g. bookshops)
- Refine and grow the international subscription strategy

5. Editorial, brand and audience insight

- Work closely with editors and digital content leads to ensure:
 - Clear, compelling subscription messaging on the website and homepage
 - Effective acquisition journeys across social media
- Advise editorial teams on which types of content are most effective for acquisition and retention
- Lead or support audience research and surveys, translating insight into action
- Refresh and articulate the magazine value proposition as part of wider brand development

6. Collaboration and governance

- Work closely with the marketing team (who own acquisition budgets) to ensure spend is focused on the most effective growth levers

Note: This job description is not exhaustive. It acts as a guide and may be amended to meet the changing requirements at any time after discussion with the postholder.

Person Specification

Qualifications and experience

Essential:	Desirable:
<ul style="list-style-type: none">• Degree in a relevant discipline or equivalent level of knowledge	<ul style="list-style-type: none">• Experience of working in Magazines, Media or a similar content-led organisation
<ul style="list-style-type: none">• Proven experience of owning subscription, membership or recurring-revenue growth	<ul style="list-style-type: none">• Knowledge / experience of the Christian community in the UK
<ul style="list-style-type: none">• Experience working cross-functionally with editorial, marketing and data teams	<ul style="list-style-type: none">•
<ul style="list-style-type: none">• Can demonstrate lifecycle expertise and a strong understanding of acquisition funnels, retention, churn and lifetime value	<ul style="list-style-type: none">•

Skills and abilities

Essential:	Desirable:
<ul style="list-style-type: none">• Confident making commercial decisions on pricing, offers and conversion strategy	<ul style="list-style-type: none">•
<ul style="list-style-type: none">• Has a test-and-learn mindset, grounded in data rather than opinion	<ul style="list-style-type: none">•
<ul style="list-style-type: none">• Excellent communication skills and the confidence to influence senior stakeholders	<ul style="list-style-type: none">•
<ul style="list-style-type: none">• Ability to make commercial judgements	<ul style="list-style-type: none">•

Other requirements

- The post-holder must demonstrate a commitment to Premier's mission to help people encounter God through media.
- The post-holder will work in a Christian context and will deal with Christian organisations and ministries for most of the time; therefore, it will be necessary for the post-holder to be a practicing Christian with a personal relationship with God.
- You will need a good understanding of the Christian community and personal understanding and experience of the Christian faith to enhance your effectiveness in the role.
- Premier staff are required to regularly attend all-staff meetings and devotions where we share what God is doing through Premier and spend time praying for our work.
- Premier's Hybrid working approach allows staff on 'hybrid' contracts, by agreement with their line manager, to split their working time between their home and Premier's offices. The amount of time working in each location will be based on the requirements of the role. There are a number of occasions each year when all staff are required to meet in person e.g. Summer and Christmas gatherings

Make a **Premier**
lasting Impact

