



United Synagogue Job Description

JOB TITLE:	Marketing Manager
LOCATION:	305 Ballards Lane, London N12 8GB
WORKING HOURS:	Full time (35 hours) or Part time or Job share
DIRECT REPORTS:	Two: Graphic Designer and Production Manager
LINE MANAGER:	Director of Communications
JOB PURPOSE:	To lead the organisation's marketing strategy and campaigns across all United Synagogue divisions. To devise innovative ways to market United Synagogue initiatives to its members and the wider Jewish community.
SALARY:	£46,000 per annum (pro rata if part time)
BENEFITS:	20 days holiday, plus statutory Bank Holidays and Jewish festivals when they fall on your normal working day; Auto-enrolment pension

We are looking for a creative, energetic and experienced marketing professional to lead the United Synagogue's marketing across all our divisions.

As Marketing Manager, you will devise and execute the organisation's marketing plan. Working with departmental heads, you will come up with innovative ways to attract people to sign up to US programmes and activities, particularly US members. You will primarily be working with our Community and Jewish Living departments, supporting our communities, young people and young adults through our programmes to enable more Jewish to have a greater engagement in Jewish living, learning and caring.

But no two days will be the same and you will provide marketing for our cemeteries, KLBD (Kashrut) and Fundraising and HR departments.

You will also implement effective marketing strategies to engage prospective members and the broader Jewish community. You will run impactful advertising campaigns in print for Jewish media, and online for digital media, social media and the US website.

We are looking for someone who is tenacious about getting to know our audiences - generating insight to understand who they are and what we can do for them and using this rich data to target them appropriately across the organisation.

PRINCIPAL DUTIES:

- Develop the overall marketing strategy for the United Synagogue
- Build a specific and measurable calendar of marketing campaigns working with departments across the organisation. They may include fundraising appeals, summer programmes or volunteer projects
- Tighten the United Synagogue's brand look and feel, working in partnership with the in-house Graphic Designer
- Responsibility for copywriting and design in-house collateral, working with the Graphic Designer and Production Manager. The US produces about 300 pieces of print and digital collateral a year. You will also brief freelance designers, photographers and videographers when needed
- Devise innovative ways to attract people to sign up to US programmes and activities, particularly US members
- Design and implement online marketing campaigns, including overhauling the US weekly email ("You&US") which goes to 20,000 people. You will use the rich data held by the US to improve our offerings
- Manage the content of the website to drive an increase in traffic via organic searches, social media and paid channels
- Source advertising opportunities and placing adverts in print media - local, regional and national, Jewish and non-Jewish, as required
- Set and measure targets and results of marketing activities, including quarterly KPIs
- Work in tandem with the Communications team to generate a steady stream of pro-active stories for media, social media and the US website relating to each campaign, and to feed broader stories in to the Communications calendar
- Support the Director of Communications and other colleagues

Person Specification

1. Experience

Essential:

- Experience in marketing and/or communications roles
- Proven track record of building and implementing marketing strategies and campaigns
- Experience designing and printing marketing collateral including adverts
- Familiarity with the UK Jewish community

Desirable:

- Experience line managing colleagues or volunteers
- Experience using a web content management system
- Experience leading successful social media campaigns

2. Skills and abilities

Essential:

- Excellent writing, editing and proofreading skills including an ability to write promptly and fluently
- Ability to spot stories and tell them in a compelling manner
- Understanding of organisational brand and its importance
- Excellent interpersonal communication skills
- Exemplary attention to detail
- Proficient in use of social media platforms
- Target-focused and enjoy using data to make decisions
- Good knowledge of Jewish customs and practices
- Ability to multitask and prioritise accordingly
- Good decision-making skills
- Strong computing skills and substantial experience using Microsoft Office suite
- Enjoy both working as a team and the desire to work unsupervised and project manage own area of work, and deliver results within tight deadlines
- Ability and desire to work in a professional manner, developing effective working relationships with colleagues and Synagogue representatives at all times

Desirable:

- Ability to use a mass distribution email system
- Knowledge of direct and database marketing
- A working knowledge and understanding of Adobe Suite including Photoshop, Indesign and Illustrator
- Knowledge of HTML

3. Quality and operational standards

Essential:

- Ensure work is produced at a high standard and it meets the department's key performance indicators
- Provide reports on key performance indicators for use in the monthly Directors' and Trustees' meetings

GENERIC DUTIES

You must:

- Be committed to the aims of the United Synagogue and act as an ambassador for the organisation.
- Comply with The United Synagogue's policies and procedures and code of expectations.
- Bring to the attention of senior staff any health and safety requirements which become obvious. In the event of any immediate danger, to take the appropriate action to reduce risk to physical danger to employees, members, contractors, volunteers, children, parents, visitors or staff.
- Work collaboratively with other colleagues across the organisation to ensure the United Synagogue can achieve its vision, mission and strategy.
- Undertake appropriate training as requested by your line manager in conjunction with the Human Resources Department and be committed to own continuous professional development.
- Carry out any other reasonable duties as requested by the Chief Executive or other designated senior staff.
- Undertake such other duties that occasionally fall within the purpose of the post.
- Maintain high levels of discretion and confidentiality at all times.

This job description and person specification is not prescriptive; it merely outlines the key tasks and responsibilities of the post. The key tasks and responsibilities are subject to change. Any changes will be made in consultation with the post holder. This Job Description is subject to alteration in response to changes in legislation or The United Synagogue's operational procedures.