



## United Synagogue Job Description

<b>JOB TITLE:</b>	Marketing and Events Administrator
<b>LOCATION:</b>	Borehamwood and Elstree United Synagogue (BES)
<b>WORKING HOURS:</b>	35 hours per week: Mondays to Thursdays, 9.00 am - 5.00 pm Friday 9.00am - 12:30pm Will be required to attend all relevant Shul events and meetings
<b>SALARY:</b>	£25,000 - £28,000 per annum
<b>REPORTS TO:</b>	Chair and Deputy Chair of BES Synagogue
<b>BENEFITS:</b>	28 days holiday, inclusive of Bank Holidays Major Jewish festivals, when they fall on a normal working day and the office would be closed Childcare Vouchers Auto-Enrolled Pension

### PURPOSE OF THE ROLE:

- Manage all Shul events and activities from festivals to speaking events and any activities in between.
- Drive the communication strategy with members and be responsible for all external communications (including PR, website and social media).
- Develop good working relationships with our Rabbinic team and work closely with our team of Honorary Officers.
- Support all volunteer groups and committees and be responsible for building our volunteer base.

## **DUTIES & RESPONSIBILITIES**

### **General Duties**

- Ensure that insurance, legal, health and safety obligations are followed for all events.
- Support long-established and newly-formed volunteer committees that require support from the office.
- Volunteer liaison - grow and actively recruit the number of volunteers and programme leaders supporting the Shul and our events

### **Marketing**

- Actively identify marketing and promotion opportunities through traditional and digital channels.
- Responsible for the delivery and advancement of the marketing strategy, and work with the Chair/Board to implement further developments when necessary.
- Promote the BES Brand, policies and core values.
- Promote and expand membership.
- Promote, expand and advertise event opportunities on the BES website.
- Responsible for all Shul marketing, from managing social media to producing flyers, posters etc. for all Shul events.
- Produce and send out post-event evaluation forms of future events.
- Responsible for Shul PR - contacting Jewish press, post-event with images, quotes etc. after agreement from the Chair/Board.
- Be responsible for the content currency of the BES website and for associated systems like the United Synagogue bookings portal.
- Coordinate market research to identify interest and uptake for current and future events.
- Evaluate membership research, sector conditions and competitor data to implement marketing plan alterations as needed.
- Deliver all marketing activity, within the agreed budgets, in conjunction with Shul's Financial Representative.
- Work with the United Synagogue's Marketing Department to achieve frequent, timely and positive media coverage, where applicable.
- Responsible for all member communications, particularly members' emails, including weekly email, weekly adult education email and regular event emails, as well as segmenting the database to improve targeting of member emails.
- Manage all aspects of production, receipt and distribution of marketing materials, which will include flyers, posters etc. for shul events.
- Develop network of appropriate contacts.
- Responsible for Shul social media, especially for administering and regularly posting on the Shul's Facebook group and Twitter channel.
- Support new members' programmes, ensuring all members receive a warm welcome.
- Create a new members' pack and ensure it is continually updated.

## Events

- Develop BES events from proposal through to final delivery.
- Provide support to both Rabbis - including research, booking venues, negotiating costs of venue hire, sourcing entertainers, speakers, project management etc.
- Facilitate, support and oversee all Shul events, including but not limited to Purim, Yomim Noraim, Simchat Torah, Shabbat UK, Yom Haatzmaut, Yom Hazikaron, Shabbatons, Chanukah, Pesach, Shavuot, Sukkot etc, embracing the development, production and delivery of projects from proposal right up to delivery.
- Set, communicate and maintain project timelines and priorities.
- Develop, maintain and deliver on an annual plan for events that ensures a good representation of the community (from workshops to conferences), identifying suitable topics.
- Forward plan for Shul events and the Shul calendar. Set, communicate and maintain timelines and priorities on every project to the Board/Chairman to ensure delivery of all events on time.
- Deliver events on time, within budget and which meet (and hopefully exceed) expectations.
- Manage relationships, and liaise with external suppliers including caterers, contractors, speakers etc.
- Organise appropriate sponsorship, if applicable.
- Liaise with the United Synagogue Community Division Department to develop promotional materials.
- Oversee budgets for events, in conjunction with the Shul's Financial Representative.
- Create a Volunteer Support culture, with creative thinking tools and templates for mobilising events.
- Support adult education programmes and support volunteer teams who run the programmes.
- Support children's events and programming, including CRP and weekly kids services.
- Work with the Honorary Officers and a team of volunteers to oversee Yomim Noraim plans, and logistical arrangements for overflow services, including explanatory services, Nitzan and Hashkama etc.
- Implement systems to manage invitations, sign up, guest lists, discounts etc.

## GENERIC DUTIES

- Committed to the aims of the United Synagogue and act as an ambassador for the organisation
- Comply with The United Synagogue's policy 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/undertaking such other duties that occasionally fall within the purpose of the post
- Maintaining 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 and 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 the changes in legislation or The United Synagogue's operational procedures
- **Due of the nature of the work for which you are applying, this post is exempt from the provisions of Section 4(2) of the Rehabilitation Act, 1974, by virtue of the Rehabilitation of Offenders Act, 1974, (Exceptions) Order 1975**
- **Accordingly, a valid and current enhanced Disclosure and Barring Service (DBS) certificate (formerly CRB) that is satisfactory to the United Synagogue will be required; please ensure that you complete the United Synagogue Application Form Part 2 appropriately**

## Person Specification

The person to be appointed to this post should be able to demonstrate the following:

Knowledge and Experience	
<i>Essential</i>	<i>Desirable</i>
<ul style="list-style-type: none"> <li>• Educated to degree level or with equivalent professional experience</li> <li>• Minimum of two years' experience in either events management or marketing</li> <li>• Experience of developing and managing external partnerships in the delivery of projects</li> <li>• Demonstrable experience of running events from conception to completion</li> <li>• Appreciation of the nature of accountability, ethics, targets and outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing or communications background degree and further relevant qualifications</li> <li>• Copywriting</li> <li>• Familiarity with using membership databases</li> <li>• Experience of developing marketing strategies and identifying new areas of growth / income / exposure</li> <li>• Experience with Content Management Systems, to manage a website</li> <li>• Experience writing social media content, sourcing and resizing imagery, and building an editorial schedule</li> <li>• Experience running email marketing campaigns</li> </ul>
Skills and Competencies	
<i>Essential</i>	<i>Desirable</i>
<ul style="list-style-type: none"> <li>• Excellent communication skills both oral and written, with the ability to communicate with diverse audiences</li> <li>• Exceptional interpersonal skills</li> <li>• Ability to organise and prioritise own workload</li> <li>• Self-motivated, with an ability to work alone or as part of a team</li> <li>• Ability to find imaginative and practical solutions and make well-considered decisions</li> <li>• A practical, flexible and innovative approach to work</li> <li>• Committed to the values, aims and objectives of the United Synagogue</li> </ul>	<ul style="list-style-type: none"> <li>• Well-developed planning, risk and issue management and delivery skills</li> <li>• Ability to engage and build effective relationships with stakeholders and committees quickly</li> <li>• Considerable knowledge of Jewish customs and practices</li> </ul>