



United Synagogue Job Description

JOB TITLE:	Marketing Assistant
LOCATION:	St John's Wood (SJW) Synagogue
HOURS:	Part-time - 21 hours per week (Flexibility will be required to complete some time-sensitive initiatives)
SALARY:	Competitive
REPORTS TO:	Administrator and Financial Representative
BENEFITS:	20 days holiday plus Statutory Bank Holidays (pro-rata) Jewish festivals when they fall on a normal working day Ride-to-Work Scheme Auto-Enrolled Pension Employee-Assistance Programme

JOB PURPOSE

This role of Marketing Assistant is key for the continued strengthening of the SJW community.

The incumbent will be responsible for delivering a broad range of marketing initiatives including the design and execution of marketing of:

- The synagogue broadly
- Synagogue events (religious services, social events, educational events, fund raising events, welfare events, youth events etc)
- Synagogue premises for external hire

Impactful marketing is essential to ensure that the Synagogue attracts and retains a wide range of members with varied interests, needs and abilities.

The Marketing Assistant will partner with the Honorary Officers and Rabbinic Team to successfully market their strategies for the community. Additionally, the Marketing Assistant will maintain a holistic view of the activities and events delivered and ensure that there is impactful marketing.

DUTIES & RESPONSIBILITIES

Specifically, the Marketing Assistant will be responsible for creating and delivering marketing through many different methods and technologies, including:

- Weekly Shul Newsletter
- Adverts of Shul events
- Synagogue electronic notice board
- Emails
- Synagogue website
- Printed marketing collateral
- Social Media
- Synagogue noticeboard

It is expected that marketing methods will be tailored to the specific events. The Marketing Assistant will support all activities of the synagogue (religious, educational, welfare, youth, charity, volunteering etc) that are organised by a broad range of rabbinic team, youth team, Honorary Officers and other volunteers. Additionally, the Marketing Assistant will support the Business Development Manager or others regarding external hall hires and synagogue fundraising.

The Marketing Assistant will be responsible for the creation and distribution of emails announcing mazal tovs and condolences, etc., and will ensure the Synagogue physical and electronic noticeboards are kept up to date and tidy.

Additionally, the Marketing Assistant will be responsible for providing data analysis on various marketing initiatives and events to assist in tailoring future marketing approaches.

From time to time, the Marketing Assistant may be required to assist colleagues in the synagogue office on other administrative aspects where work commitments allow, especially as holiday cover etc. For example, answering phones and emails, and dealing with visitors to the building.

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

PERSON SPECIFICATION

This is a broad role and so it is anticipated that the individual recruited will take a proactive approach to their own continuous professional development, particularly in any areas that he/she has limited prior experience.

1. Professional Experience

Essential

- Previous experience in a marketing role, including websites and social media
- Previous experience in operating effectively in a customer facing environment
- Previous experience in operating in an environment where stakeholder management is key

Desirable

- Experience complying with regulation (e.g., health & safety, other regulatory bodies - United Synagogue etc.)

2. Competencies

Essential

- Creative individual passionate and experienced in design and delivery of marketing initiatives
- Technically strong and possesses the appetite and ability to learn new systems when needed
- Familiar with various with various social media platforms including Facebook and Instagram
- Strong results oriented with demonstrated ability to deliver with attention to detail
- Ability to prioritise and deliver within agreed timescales
- Collaboration and influencing:
 - builds strong relationships with colleagues, stakeholder and customers
 - able to build consensus and make joint decisions
 - experienced in managing timely contributions from colleagues

Desirable

- It is desirable that the individual has familiarity with the following systems (including Indesign, Wordpress, Mailchimp, Canva and Adobe)

3. Personal Traits

Essential

- Strong ethos - supportive of the team while being comfortable to constructively challenge the status quo
- Inclusive style and good listening skills
- Self-starter, able/willing to work unsupervised, able to manage and prioritise his/her work as well as others
- Strong communicator - excellent written and verbal communication skills to successfully communicate with a diverse stakeholder group

4. Knowledge

Desirable

- Some knowledge of Jewish customs and practices
- Knowledge of computing systems is Desirable (Word, Excel, Powerpoint, Outlook etc)

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.