



JOB DESCRIPTION – MARKETING MANAGER

Jewish Blind & Disabled is the only Jewish charity dedicated to ensuring that neither physical disability nor impaired vision is allowed to become a barrier to living independently. Our unique developments of mobility apartments, with their 24/7 onsite support, are specially designed to enable the everyday tasks that are so easy for others to take for granted thereby enabling people from the age of 18 upwards to live life as they choose behind their own front door.

Jewish Blind & Disabled (JBD) is an independent charity that is not affiliated to any other organisation.

Post: Marketing Manager

Reporting to: Chief Executive

Direct reports: none

Salary: £35K - £40K per annum dependent on skills and experience

Hours: Job share or part time hours (min 25 hours per week) would be considered for the right candidate. Full time hours - 35 hours per week, with early closing every Friday throughout the year

Holidays: 28 days per annum (inc bank holidays) plus Jewish Holidays. Pro rata for part time staff.

Job Type: Permanent

Location: Head Office – Mill Hill East

PURPOSE OF THE ROLE

To devise develop and implement an ambitious cross-channel marketing strategy to complement our fundraising, service delivery as well as raising awareness of the Jewish Blind & Disabled brand within the wider community

KEY TASKS & RESPONSIBILITIES

1. Work closely with the Chief Executive to develop an overall marketing strategy and deliver an annual cross channel marketing plan



2. To manage a pool of designers and external agencies to develop concepts and produce materials to support fundraising and service marketing including delivering two direct marketing appeals that meet or exceed expected targets
3. To maintain and develop Jewish Blind & Disabled's social/digital media channels ensuring engaging content
4. To manage and monitor engagement of social media and use this information to shape content and build engagement
5. To work with third party suppliers to manage and develop the website
6. To project manage, write and edit Jewish Blind & Disabled's tenant and support newsletters that are both produced twice a year
7. To manage media buying and production and placement of targeted effective advertising campaigns in Jewish, local and specialist media
8. To commission photography to support all marketing and PR activities
9. To oversee PR, either working with an external consultant for delivery or to deliver internally with the support of the Chief Executive
10. To work alongside the fundraising team to identify data acquisition opportunities within the framework of GDPR and guidelines from the fundraising regulator
11. To agree and manage a departmental budget
12. To set marketing goals and report on the effectiveness of campaign to the Chief Executive and Trustees.

General

1. To play an active role as a member of the senior management team working closely with the Chief Executive, Director of Fundraising, other managers and JBD's President & Trustees
2. To attend regular meetings with line manager, regular team meetings and undertake relevant training as and when required
3. To ensure effective internal communication
4. To adhere to Jewish Blind & Disabled Data Protection Policy and ensure that any breach or concerns are reported to your line manager or to the Data Controller
5. To comply with the charity's code of practice to ensure that you act in a professional manner at all times which reflect the values of Jewish Blind & Disabled



6. To maintain confidentiality at all times and to ensure respect for, proper observance of and adherence to Jewish Blind & Disabled confidentiality policy for all staff
7. To maintain standard of dress that is appropriate to role and in accordance with the charity's dress policy
8. To take all reasonable care of the health and safety of yourself and of other persons who may be affected by your acts or omissions. To comply fully with the charity's Health & Safety Policy and to be responsible for and to manage risk within your sphere of responsibility.
9. To undertake any other duties which are consistent with the post
10. This job description is not an exhaustive list of duties and responsibilities and is subject to change in accordance with the needs of the service.



Person Specification

Experience

- Experience of developing and delivering effective and practical marketing strategies across a range of mediums from print to digital
- Proven experience and track record of working for a not for profit organisation, supporting both service marketing and fundraising
- Experience of managing external agencies and suppliers

Skills, Knowledge and Aptitudes

- Excellent written skills
- The ability to identify a strong story and develop this to use across marketing channels from print to digital
- Ability to communicate with, and enthuse a wide variety of people in an approachable and professional manner, whilst demonstrating a passion for the work of JBD
- A positive 'can do' approach
- Proactive, driven and impatient
- Self-starting, creative and empathetic approach
- Excellent organisational skills and an ability to manage competing priorities
- Proficient in the use of MS Office applications and fundraising databases
- Knowledge of the Anglo-Jewish community
- Budget management skills; ability to work effectively within limited resources
- Creative and innovative ideas and approach to marketing
- The ability to make difficult decisions putting the best interest of the charity in forefront



GENERAL STATEMENT OF TERMS AND CONDITIONS OF EMPLOYMENT

DBS:	All posts are subject to an enhanced Disclosure and Barring Service (DBS) disclosure.
Probationary Period:	All posts are subject to a probationary period which may be extended if deemed necessary.
Office Hours:	<p>Office based roles: We work a 35 hour week offering flexible working patterns with core hours of 10-4pm Monday to Thursday and 9-2pm on a Friday.</p> <p>Non office based roles: Actual hours will depend on the post and location.</p>
Annual Salary:	<p>Salaries are paid monthly in arrears on the last Friday of each month.</p> <p>Salaries are reviewed annually in January.</p> <p>JBD reserves the right to deduct from pay any amounts which are owed by you to the organisation, e.g. over payment of salary.</p>
Holiday Entitlement:	<p>Annual leave will be based on a full time entitlement of 20 days' paid holiday and 8 Bank Holidays (pro-rata for part-time employees).</p> <p>The holiday year runs from the January to December. Holiday entitlement increases with length of service, rising by three days per annum after three years of completed service and a further two days after five years completed service up to 25 days (plus BH).</p>
Sickness:	<p>Up to 1 years continuous service – SSP only (where applicable)</p> <p>1 but less than 3 years' service - 2 weeks at your basic rate of pay</p> <p>3 but less than 5 years' service - 4 weeks at your basic rate of pay</p> <p>5 years' service or more - 8 weeks at your basic rate of pay then 8 weeks at 50% of your basic rate of pay.</p>



Pension and other benefits:	On successful completion of your probationary period, you will be eligible to join the company pension scheme and Health Cash Plan.
Notice:	<p>Employees are required to give the following periods of notice:</p> <p>Under 1 month's service – nil During the probationary period (after 1 months' service) – 1 week On successful completion of your probationary period and thereafter – 1 month</p> <p>All notice must be in writing</p>
Policies & Procedures:	Jewish Blind & Disabled has a range of policies and procedures to support its staff in their work. These include Data Protection, Confidentiality, Health & Safety, Equal Opportunities, Grievance and Disciplinary Procedures. All employees are bound by JBD's policies and procedures.
Additional Rules:	Employees are required to disclose any other employment, which you undertake whilst in JBD's employment
Kosher Buildings:	As JBD is a Jewish organisation there are certain rules regarding food that must not be contravened. For example no meat, meat products, shell fish or certain other fish may be brought into office buildings and only Kosher products may be brought into residential buildings. During Passover leavened products are also excluded.
Collective Agreements:	These terms and conditions are not bound by any collective agreements