



The Mental Health Service for our Community

Job description

Job title	Digital Marketer
Contract	Permanent
Hours	up to 37.5 hours per week. Flexibility possible
Salary	Up to £28k p.a. dependent on qualifications and experience
Location	Martin B Cohen Centre, Edgware HA8 9GL

Organisation

Jami is the Jewish community's mental health service and for 30 years has been committed to providing practical and emotional support for the mental health of the Jewish community. Jami supports everyone affected by a mental health problem – whether they are the person with a diagnosis, a friend, relative or employer. Jami helps by delivering services that enable independence and build resilience in addition to managing the symptoms of ill health through community hubs and outreach, education and training and bespoke recovery support plans.

Job purpose

This is a new role to work alongside the Marketing & Communications Manager to develop Jami's presence online and across social media.

- Content management and development (posts, blogs/vlogs)
- Email marketing/E-newsletters
- Social media (Facebook, Twitter, Instagram, LinkedIn, YouTube)
- Analysis and reporting
- Scheduling posts across various media to reinforce organisational and campaign messaging

Key relationships

- Service staff
- Service users and volunteers
- Fundraising and Marketing team
- Followers of Jami's social media
- Creative agency

Responsibilities

- Generate and publish content to Jami and Head Room Café websites, ensuring they are regularly updated and appropriate to all external audiences.
- Implement email marketing strategy - writing content, selecting images and segmenting data for fundraising emails and e-newsletters using Campaign Monitor or other email software.
- Run our social media channels – Facebook, Twitter, Instagram, LinkedIn, YouTube; scheduling posts, creating content and reactive content.
- Respond to online posts and comments out of normal working hours. Flexibility to do so will be discussed and agreed with your manager.
- Manage the organisation’s blog calendar, working with colleagues to produce relevant, timely articles.
- Plan and create multi-media communications materials, including film, photography, and case studies as needed.
- Provide PR & media support to ensure maximum publicity and positive coverage of event and campaign activities.
- Provide support and advice to colleagues on developing and managing content.
- Maintain a high standard for copy and content meeting branding and style guidelines.

Training and Qualifications

Essential	Desirable
<ul style="list-style-type: none"> • Educated to degree level 	<ul style="list-style-type: none"> • Marketing degree • CIM qualification

Knowledge and Experience

Essential	Desirable
<ul style="list-style-type: none"> • Strong team player able to contribute to a dynamic cross-functional team • Significant experience in using a web-based content management systems (CMS) • In depth knowledge of social media platforms and channels (Facebook, Twitter, Instagram, LinkedIn, 	<ul style="list-style-type: none"> • Experience of digital marketing in a similar fundraising or business development role or in a voluntary capacity • User of ThankQ, Raiser’s Edge or other CRM packages • Experience and knowledge of the Jewish community

<p>YouTube), and how each can be used in different scenarios</p> <ul style="list-style-type: none"> • Experience of using tools such as Google Analytics and in-app analytical tools on different social platforms • Using social media scheduling applications, e.g. Hootsuite • Experience in email marketing ideally within a business environment • Able to understand data capture and extraction requirements • Experience of search engine optimisation, analysis and reporting • Use of paid social adverts • Excellent written style – ability to write and edit compelling communications in a variety of copy and image led formats • Ability to multitask and show initiative • Able to engage with stakeholders on a group or 1 to 1 basis, face to face or on the phone 	<ul style="list-style-type: none"> • Experience of using Windows-based software packages, including Word, Excel, Outlook, PowerPoint, and cloud-based file sharing (Sharepoint, One Drive) to a high standard
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Flexibility

To deliver services effectively a degree of flexibility is needed, and all post-holders may be required to perform work not specifically referred to above. Such duties will fall within the general scope of the job description. The job description will therefore be subject to periodic review with the post holder to ensure it accurately reflects the duties of the job.

Disclosure of criminal background

All employees are checked with the Disclosure Barring Service

If it is a requirement of the post that an enhanced check is undertaken, successful applicants will be asked to complete and sign a Disclosure Form giving permission for the screening to take place.

Having a criminal record will not necessarily bar you from working with Jami. This will depend on the nature of the position and the circumstances and background of offences. Please note applicants refusing to sign the form will not be progressed further.

Confidentiality

All information relating to supporters, donors, service users, volunteers and staff gained through your employment with Jami is confidential. Any disclosure to any unauthorised person is a serious disciplinary offence.

For further details please contact **Georgina Hartstone** on 020 8458 2223 or email **Georgina.hartstone@jamiuk.org**

To apply for the role, please send your CV and covering letter to recruitment@jamiuk.org