



The Mental Health Service for our Community

Job description

Job title	Fundraising & Marketing Executive
Contract	Permanent
Hours	up to 37.5 hours per week. Flexibility possible.
Salary	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 role has been created to recognise the growth of the organisation and the need to deliver and grow Jami's Fundraising and Marketing communications across all channels.

- Support the promotion of Jami and raise mental health awareness
- Develop and deliver communications to build and enhance our relationship with supporters
- Generate fundraising income to enable Jami to deliver vital services
- Assist with the development of online and offline materials for Jami

Key relationships

- Digital Marketer
- Service staff
- Service users and volunteers
- Fundraising and Marketing team
- Supporters
- Creative agency

Responsibilities

- Develop an understanding of Jami's work and the needs and circumstances of its service users
- Deliver Jami's direct mail appeals and other mailings
- Write copy and develop creative for promotional materials, newsletters, press releases, annual reports, presentations, editorial etc.
- Develop materials for Jami's fundraising events
- Work with Jami's education team to develop materials and resources to support their project delivery
- Case study generation
- Support production of major donor communications

Marketing Communications Management

- Manage external communications from Jami to grow the donor base, maintain the existing one and enhance supporter/community relationships
- Support the Marketing and Communications Manager to plan detailed calendar of activities
- Manage relationship with creative agency and other suppliers ensuring project plans are maintained and work is delivered on time
- Work to agreed income, expenditure and timeframe targets, and other performance measures
- Understand different donor and supporter segments and tailor relevant communications messages to them through the most appropriate channel, both online and offline

Fundraising Communications

- Update donors on how their money is being spent by researching and writing case studies on the impact of Jami's work
- Respond to inquiries from supporters, maintain and update donors' records on Jami's fundraising database
- Write internal reports and analyse fundraising progress on a monthly or periodic basis
- Organise and take part in strategy and planning meetings with other members of the fundraising and marketing team
- Deliver the existing individual giving fundraising programme in order to maximise returns from the donor base
- Work with database manager to interrogate individual giving data from the charity's database and maximise income opportunities, including gift aid
- Develop and test regular giving opportunities
- Respond to general enquiries from the general fundraising email address and switchboard

Comms Development

- Identify needs for new materials across all channels working with colleagues across the organisation to secure content, writing and ensuring tone of voice and messaging are consistent

- Work with Events Manager, Community Fundraiser and Head Room Recovery Education team to develop appropriate event materials including invitations, booking forms and promotional items
- Work with Head Room Recovery Education team to develop course prospectus and promotion schedule
- Ensure all materials adhere to Jami brand guidelines and best practise
- Draft articles, comment pieces and conduct interviews with staff and service users to create copy for use in direct marketing, core literature and online
- Work with Services and Service Users to keep up to date knowledge of our service delivery and achievements, gain insight into the lives of those we support and secure consent to utilise case studies to promote Jami’s work
- Contribute effectively and positively to organisation-wide events, projects and initiatives
- Adhere to GDPR, Fundraising Regulator Guidelines and best practice marketing

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 • Fundraising qualification

Knowledge and Experience

Essential	Desirable
<ul style="list-style-type: none"> • Strong team player able to contribute to a dynamic cross-functional team • Good knowledge of marketing processes and procedures especially direct marketing, advertising, email marketing and collateral development • Good knowledge of fundraising across multiple channels • Experience in managing income and expenditure budgets 	<ul style="list-style-type: none"> • Experience of marketing in a similar fundraising or business development role or in a voluntary capacity • Understanding of the relationships between supporter and organisation • User of ThankQ, Raiser’s Edge or other CRM packages. • Ability to use content management systems • Experience and knowledge of the Jewish community

<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. • Ability to multitask and manage a wide range of short- and longer-term projects simultaneously 	
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Communication skills

Essential	Desirable
<ul style="list-style-type: none"> • Strong written and verbal communication skills • Ability to write and edit compelling communications in a variety of formats 	<ul style="list-style-type: none"> • Deliver presentations and information to a broad range of stakeholders

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