



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.

- Promote Jami and raise mental health awareness
- Develop and deliver communications to enhance our relationship with supporters, donors and volunteers
- Deliver plans to acquire new supporters and generate fundraising income

Key relationships

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

Responsibilities

- Deliver supporter recruitment, development and retention initiatives across a range of channels including direct mail, digital and press, to grow the donor base and enhance supporter and community relationships
- Write copy and develop creative for promotional materials, newsletters, press releases, annual reports, presentations, editorial etc.
- Manage twice yearly direct marketing fundraising appeals
- Work with Events Manager, Community Fundraiser and Head Room Education team to develop appropriate event materials including invitations, booking forms and promotional items
- Support production of major donor communications
- Draft articles, comment pieces and generate case studies to create copy for use in direct marketing, core literature and online
- 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 closely with the wider team to develop future fundraising strategies including content and activity planning, supporter journey development and to maximise donations from existing individual donors
- 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 • Experience of a range of marketing processes including direct marketing, advertising, email marketing and collateral development • Good knowledge of fundraising across multiple channels, managing direct marketing campaigns and supporter journeys • Ability to multitask and manage a wide range of short and longer-term projects simultaneously • Ability to write and edit compelling communications in a variety of formats 	<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 fundraising CRM packages • Able to deliver presentations and information to a broad range of stakeholders • Experience and knowledge of the Jewish community • Experience in managing income and expenditure budgets

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 **Karen Wilson** on 020 8458 2223 or email **karen.wilson@jamiuk.org**

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