



The Mental Health Service for our Community

Job description

Job title	Digital Marketing Officer
Contract	Permanent
Hours	Full time (37.5 hours per week). Flexibility possible
Salary	£28-32k pa
Service setting	NW London offices and home working

Organisation

Jami is a mental health charity committed to providing practical and emotional support to the Jewish community, delivering services that educate, support and facilitate recovery.

Since the start of the pandemic, demand for our services has grown exponentially. In 2021 we undertook a thorough review of the needs of the community, to develop a new strategy that will secure the Jewish community's mental health provision. The new strategy sets out a huge agenda for change in scale and provision, which will be developed over the next five years while we continue to run our diverse set of highly professional mental health services:

- Advice and advocacy
- Treatment and support
- Education and campaigning.

We currently support over 1,400 individuals, delivering almost 50,000 separate service interactions each year, and reaches thousands more people through education, seminars, work in schools and other organisations. Through our social enterprise community café, Head Room, we raise mental health awareness while delivering mental health support on the high street.

Job purpose

You will be joining the Fundraising and Marketing team of 10 people and will become our in-house digital expert.

You will plan, develop and promote compelling content on social media, website and digital channels, to drive awareness of Jami services, engagement with our audiences, and to raise funds.

Responsibilities

- Content
 - Own and manage the content calendar for relevant awareness days, festivals, Jami events, Café promotions and blogs
 - Create content which is formatted and optimised for each channel, for organic and paid campaigns, including regular, engaging content for stories; interactive content such as polls; wellbeing and support content
 - Work with colleagues to produce relevant content for blogs, social media and website
 - Plan and create multi-media materials as needed; select images, create graphics for posts, film and edit simple videos
 - Work with our creative agency to produce additional assets
- Social media and engagement
 - Manage and curate Jami and Head Room Café social media channels (Facebook, Twitter, Instagram, LinkedIn, YouTube)
 - Plan and implement the content strategy across all social platforms to drive engagement and audience growth
 - Schedule regular posts on all channels
 - React and interact online by responding to posts and commenting, to drive engagement and followers. Some of this interaction may be outside of normal working hours, flexibility to do so will be discussed and agreed with your manager
 - Provide PR support to ensure maximum publicity and positive coverage of events and campaign activities
 - Follow and engage with appropriate social media feeds, groups and influencers to promote Jami and Head Room Cafe
- Website
 - Generate and publish content to Jami and Head Room Café websites
 - Maintain and update for appropriate external audiences
- Email marketing
 - Work with marketing colleagues to implement email marketing strategy. This may include writing content and selecting images for fundraising emails or e-newsletters
- Provide reporting and analysis against KPIs (trends, audience data, account growth)
- Work closely with the marketing manager to ensure all content reflects our brand, tone of voice and visual identity
- Provide support and advice to colleagues on how to source, develop and share engaging content
- Keep up-to-date with developments in digital and social platforms, recommending ways they could be incorporated into Jami's marketing and communications activities

Key relationships

- Fundraising and Marketing team
- Service staff
- Service users and volunteers
- Creative agency
- Jami social media followers

Training and Qualifications

Essential	Desirable
	<ul style="list-style-type: none"> • Willingness to undertake training and professional development • Educated to degree level

Knowledge and Experience

Essential	Desirable
<ul style="list-style-type: none"> • Proven experience producing for social media platforms including but not limited to Facebook, Twitter, Instagram (stories, reels, grid) and LinkedIn • Experience using in-app and external analytics and scheduling tools for different social platforms • Use of paid social adverts • Experienced in using Wordpress CMS • Experience in SEO • Experience producing content that adheres to agreed corporate visual and editorial guidelines • Excellent digital copywriting skills • Ability to manage multiple projects and be responsive to emerging priorities • Ability to engage sensitively with our audiences 	<ul style="list-style-type: none"> • Innovative ideas to maximise our online presence and reach • Awareness of news and trends within the charity sector and social media • Experience reporting on social media, digital marketing or website activity • Knowledge of the Jewish community • Understanding and/or lived experience of issues surrounding mental illness

Personal attributes

- Able to establish and maintain positive relationships with staff, service users, volunteers and supporters
- Creative approach to delivering digital content
- Ability to accept copy and design changes
- Sensitivity to the issues surrounding mental health
- Strong attention to detail
- Well organised, proactive and able to prioritise own work
- Willingness to work flexibly outside of standard office hours (time off in lieu is available)

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.

Equality and diversity

Jami are proud to be an equal opportunity workplace. We recognise and promote the positive value of diversity, equality and challenge discrimination. We welcome and encourage job applications from people of all backgrounds.

Confidentiality

All information relating to 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** by email karen.wilson@jamiuk.org.

To apply for the role, please send your CV and covering letter to recruitment@jamiuk.org. Closing date for applications **2nd December 2021**.

