

Job description

Job title	Social Media Coordinator
Contract	Permanent
Hours	Full time (flexibility possible)
Salary	£28-£32k pa pro rata depending on experience
Service setting	Across Jami localities and home based

Organisation

Jami is a mental health charity that enriches and saves lives impacted by mental illness and distress in the Jewish community.

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

Jami currently supports 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

To raise awareness of Jami services, improve understanding of mental health in the community and support the fundraising and marketing strategy across social media and digital channels. You will do this by planning, developing and promoting compelling content on all our digital platforms and engaging with audiences on social media.

Responsibilities

- Manage and curate Jami and Head Room Café social media channels (Facebook, Twitter, Instagram, LinkedIn, YouTube)
- Manage the content calendar for relevant awareness days, festivals, Jami events, Café promotions and blogs
- Schedule regular posts on all channels
- Produce relevant content formatted and optimised for each channel
- Plan and create multi-media materials as needed; select images, create graphics for posts, film and edit simple videos
- Work with creative agencies to produce additional assets
- React and interact online by commenting and responding to posts, to drive engagement and grow our audience. (Some of this interaction may be outside of normal working hours, flexibility to do so will be discussed and agreed with your manager)
- Write and respond with sensitivity to issues surrounding mental health
- Work with colleagues to create and share blog content on social media and website
- Support PR 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 Café
- Publish and share content on Jami and Head Room Café websites
- Provide reporting and analysis (trends, audience data, account growth)
- Work closely with marketing colleagues 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
- Establish and maintain positive relationships with staff, service users, volunteers and supporters
- Ensure attention to detail, proactivity and prioritisation of work
- 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 users and volunteers
- Creative agency
- Jami and Head Room Café 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 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• Experience in SEO• Knowledge of the Jewish community• Understanding of issues surrounding mental illness

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 unauthorized person is a serious disciplinary offence.

For further details or an informal chat, please contact **Karen Wilson** by emailing **Karen.Wilson@jamiuk.org**.

To apply for the role, please send your CV and covering letter to **recruitment@jamiuk.org**. Closing date for applications **16th May**.