



Job Description

JOB TITLE:	Marketing Coordinator
LOCATION:	London (occasional travel required)
REPORTING TO:	Director of Marketing & Sales
SALARY RANGE:	Available on request
ANNUAL LEAVE:	20 days plus statutory and Jewish holidays

ABOUT JW3:

JW3 is a non-profit Jewish Community Centre based in London NW3, open to all, regardless of race, religion, belief, gender, sexuality, ability or age. We opened our doors in October 2013 and currently receive over 200,000 visits each year to our purpose-built centre that houses a Cinema, Restaurant, Bar, Café, Nursery, and over a dozen spaces where a year-round programme of over 6,000 activities takes place, including adult education, language classes, theatre, music performances, youth programmes, after-school activities, food & drink workshops and demonstrations, parties, 'big name' talks and debates, films, family programmes and more. We are a registered charity and a company limited by guarantee.

Our Vision is to be at the heart of a vibrant, diverse, unified British-Jewish community, inspired by and engaged with Jewish arts, culture, learning and life.

We aim to achieve this by...

- ...creating outstanding events, activities, classes and courses – the diversity of which reflects the diversity of our community;
- ...offering multiple entry points into Jewish life, culture and community for the widest possible range of people regardless of age, background or belief;
- ...increasing the quality, variety and volume of Jewish conversation in London and beyond.

PURPOSE OF ROLE:

To plan and deliver creative, engaging marketing activities and projects, reaching a wide range of different audiences, in order to bring them in to JW3, and help fulfil JW3's Vision and Mission

Working with and reporting directly to the Director of Marketing & Sales, the Marketing Coordinator will support the development, production and delivery of JW3's marketing and brand communications. This is a key role within the Marketing and Sales Team, and is one of three Marketing Coordinators. The purpose is to assist in the management and implementation of JW3's integrated marketing plans – both online and offline - in order to drive demand for the wide range of JW3's events, activities and services; raise awareness of JW3 and increase the number and value of JW3 members.

We're looking for a candidate who also has experience of, and a keen interest in, digital marketing and a passion for contemporary arts, community and Jewish life.

SPECIFIC RESPONSIBILITIES & DUTIES:

- Manage the process of developing, producing and analysing JW3 marketing, brand and communication campaigns and initiatives, including online, in press and in print, to ensure that marketing campaigns and executions are effective and implemented on brief, on time and on budget.

- Work with the Director of Marketing & Sales, other members of the Marketing & Sales team and members of the JW3 Programming team, to develop a schedule of production for communication materials.
- Ensure all JW3 communications are consistent with JW3's brand values and visual identity.
- Work with colleagues and external digital agencies to help JW3 dramatically improve its use of digital marketing, especially online advertising - including PPC and Google Adwords, SEO, and data analytics – including CRM and Google, Facebook and Twitter Analytics.
- Manage the production and distribution of email newsletters; ensure that the email mailing list is maintained, cleaned and updated; and ensure the newsletters and the lists comply with current data protection regulations.
- Manage social media campaigns, including working with other members of the Marketing & Sales team, Programming team and Zest to create content when necessary, to raise awareness and increase the reach of JW3, deepen relationships with visitors and prospective visitors and promote and sell specific events, activities and services.
- Ensure that JW3 websites, including websites for specific areas or services of JW3, are maintained and enhanced to improve their functionality and usability as required.
- Manage, in conjunction with the Director of Marketing and Sales and colleagues at JW3 - especially other team members and Programming Team members - the production of season brochures and the launch of seasons, both on- and offline.
- Work with the CRM Systems, online analytics applications and with the CRM Systems & Web Coordinator and Box Office staff to manage the process of capturing, analysing and reporting of visitor and member data available via the CRM system (Tessitura) and other marketing analytics tools.
- Work with the Director of Marketing & Sales and colleagues at JW3 to ensure that additional marketing initiatives are developed for specific events, activities, classes and courses, Zest, corporate and private hire, membership, fundraising and the cinema, as required and within the agreed budget.
- Manage day-to-day activities, including responding to requests or questions from the public or other organisations, online advocacy, writing editorial, community outreach efforts, promotions etc

Other General Staff Responsibilities

- Attend all relevant staff meetings, supervisions, training etc.
- Act as an ambassador/point of contact in the JW3 office including answering the telephone as needed.
- Undertake other reasonable duties as required by your line manager or member of the Senior Leadership Team.

PERSON SPECIFICATION

All staff must wholeheartedly buy into JW3's mission, vision, values and guiding principles. A belief in the importance of inclusivity and working cross-communally, and a commitment to high quality Jewish engagement, arts and culture, and community-building is critical.

Essential Skills, Knowledge and Experience:

- At least two years working in a marketing and communications role within arts, cultural or community venues.
- Experience of managing multimedia integrated communication campaigns.
- Experience of managing digital marketing campaigns.
- Working knowledge of content management systems.
- Experience of creating content for a blog or vlog.
- Experience of using CRM systems to deliver targeted marketing campaigns.
- Successful use of mass email systems to set up, produce, distribute and track email marketing campaigns, newsletters etc.
- Managing relationships with external agencies and across internal departments with various stakeholders.

- Experience of developing and implementing effective evaluation criteria processes in order to measure goals.
- In-depth knowledge of managing a range of integrated marketing channels, including digital marketing channels and social media platforms.
- In-depth knowledge of project management of complex integrated marketing and communication campaigns.
- Good knowledge of the UK, and ideally Jewish, arts and cultural scenes and other promotional channels commonly used to promote arts and culture, family events, classes and courses.
- Ability to structure own time, use initiative, prioritise effectively to deliver on the key goals set with the Director of Marketing and Sales.
- Creativity and innovation - intellectual ability to think analytically and seek creative solutions to problems.
- Knowledge of the main target audiences, sites and areas relevant to JW3's activities.
- Experience of making use of data analysis and audience segmentation to develop targeted marketing campaigns.
- The ability to be a team player, and the confidence to take the lead and guide other departments on areas of expertise when necessary.
- Effective team-working and collaboration skills - ability to work with team of colleagues in a collaborative way in an environment where work is shared in order to meet tight deadlines.
- Organisation - high level planning and organising skills in order to produce plans, and work on multiple projects simultaneously.
- IT - solid level of IT competency, including demonstrable effective use of Word, Excel, Outlook, and databases to maximise efficiency.
- Empathy and social skills - in order to understand the perspective of others, respond to needs and expectations and build effective working relationships, e.g. with partner organisations, programme providers, colleagues etc.
- Influence - effective negotiating, influencing and persuasion skills at an appropriate level.
- Communication – excellent verbal and written communications skills. Able to build networks, articulate the vision and mission of JW3, and excel in communicating with the public, colleagues and stakeholders.
- Self-direction - ability to work on own initiative and without direction. Ability to structure own time, use initiative, prioritise effectively to deliver on the key goals.

Desirable Skills, Knowledge & Experience:

- Experience of using Google Analytics and AdWords, Facebook analytics, Twitter ad analytics, SEO to promote events and raise awareness of an organisation.
- Knowledge of simple html scripting for webpages.
- Photographing/videoing events for marketing purposes, and/or working effectively with professional photographers/videographers.

Personal Qualities

We are looking for someone who:

- Is outgoing and has a natural ability to network effectively and form positive relationships.
- Has impressively strong project and time management and organisational skills.
- Pays brilliant attention to detail. Thorough, especially working under pressure.
- Has an insatiable curiosity.
- Is enthusiastic and dynamic.
- Is a team player willing to pitch in and help others within the marketing and wider teams.
- Has a proactive and flexible approach to work, including a willingness to work in the evenings, weekends and Bank Holidays as required. To serve the needs of a community centre that operates 15 hours per day for 6-7 days per week, marketing roles are not 9-5 office roles. This role will involve some Sundays and evenings.
- Has passion, drive, commitment and integrity.

Qualifications

- Preference will be given to those with relevant qualifications.