



Job Title: Audience Engagement Manager

Hours: Part time, 18.75 hours per week (0.5 FTE)

Location: London, NW3

Reporting to: Director of Marketing & Sales

Direct reports: Insights & Events Coordinator

Annual leave: 28 days (including Bank Holidays) *pro rata* + Jewish Holidays that fall on working days

Salary: £35,000 per annum *pro rata* (£17,500 per annum based on 0.5 FTE hours)

Purpose of Role

This is an exciting new role in the JW3 Marketing team, leading audience engagement through customer journey initiatives to drive increased attendance, donations and membership retention. This role will work closely with the Director of Marketing & Sales as well as the wider team to develop and deliver audience focused campaigns throughout a customer's entire lifecycle.

Responsibilities

- Planning all customer journey communications through their lifecycle with JW3
- Implementing audience engagement initiatives across all digital and non-digital channels, including email, website, social media, print etc.
- Working with the Insights & Events Coordinator to develop audience insights and segmentation models
- Working with key partners in the Development team on membership retention and donation campaigns
- Using and presenting sales and engagement analysis for campaign optimisation and evaluation
- Ensuring that the audience engagement budget is spent in the most effective manner and adhering to pre-agreed budgets
- Managing relationships with third-party providers to help JW3 better deliver our customer data and insights strategy, including Spektrix
- Provide effective line management and support to the Insights & Events Coordinator, including but not limited to: regular 1:1 supervisions, probation reviews as applicable, appraisals, performance management and other relevant procedures, seeking guidance from HR where needed
- Encourage and foster a culture of continuous learning and development within the team, identifying and addressing training needs
- Lead by example in demonstrating empathetic and positive communication, and self-reflective practice
- Share key organisational and departmental updates, inviting feedback and input from the team
- Ensuring adherence to JW3's brand articulation within scope of own role
- Protect and enhance the reputation of JW3, representing the organisation in an appropriate and professional manner to stakeholders, acting as an advocate for the work of JW3.
- Attend all relevant staff meetings, supervisions, training days etc.

- Undertake other reasonable duties as required by your line manager or member of the Senior Leadership Team.

This role description is not exhaustive or all encompassing. Certain elements of the role may change from time to time, without altering the core premise of the role or the level of responsibility involved. This information will be reviewed and updated as and when appropriate, in consultation with the post holder, to reflect appropriate changes.

Person Specification

We are looking for a creative marketing professional who can use insights to better understand our customers. The ideal candidate will have a proven track record of both planning and implementing audience-driven marketing campaigns across multiple media platforms.

Essential

- Demonstrable experience in an audience-focused marketing management role and customer journey mapping
- Experience using quantitative and qualitative audience data and insights to build audience segmentation models
- Experience implementing automated marketing campaigns across a mix of channels (email, social, web)
- Demonstrable experience using first and third-party data to optimise and analyse campaigns
- Excellent written and verbal communication skills, including strong copy-writing skills
- Ability to navigate competing priorities and manage time-sensitive issues in a calm, professional manner
- Ability to interact confidently and build relationships with a wide range of stakeholders at all levels.
- Highly organised with efficient management of time and responsibilities, including working to tight deadlines
- Strong attention to detail
- Proactive and solution-focused, with an ability to anticipate and resolve issues that arise
- High level of IT proficiency
- Willing and able to work flexibly to meet the needs of the team and organisation
- Friendly and approachable, with an ability work collaboratively and effectively with others
- Experience of effectively supporting and supervising staff and/or volunteers

Desirable

- Experience with Spektrix or other arts ticketing CRM
- Experience working in a membership or fundraising organisation
- A personal interest in the arts, culture and/or Jewish community
- Use of image editing tools for web and social, such as Photoshop, Canva etc

Personal Qualities

- Demonstrates a commitment to furthering JW3's vision and mission
- Is approachable and able to engage positively with others, building and maintaining strong working relationships

