



Job Description: **Marketing & Communications Director**

ABOUT JW3

JW3 Trust is a community charity, known for running JW3, the only Jewish Community Centre and cultural venue of its kind in the UK - open to all, regardless of race, religion, belief, gender, sexuality, ability or age. We opened our doors in October 2013 and before the first lockdown in 2020 had welcomed over 200,000 visits each year to our purpose-built venue in London, NW3. Our Cinema, Auditorium, Bar, Café, Nursery, and over a dozen other studios and spaces play host to a diverse, year round programme of events and activities in pursuit of our charitable mission, including adult education, language classes, theatre, music performances, youth activities, workshops and demonstrations, parties, talks and debates, films, family programmes, a Food Bank and more.



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.

Our Mission is to increase the quality, variety and volume of Jewish conversation in London and beyond.

We aim to achieve this by creating outstanding events, activities, classes and courses – the diversity of which reflects the diversity of our community; and by offering multiple entry points into Jewish life, culture and community for the widest possible range of people regardless of age, background or belief.





ABOUT JW3

We believe we can make a transformational impact on the British-Jewish community by increasing the range and number of Jewish people engaged with positive Jewish experiences and expressions of Jewish life; bringing greater numbers of Jews into positive contact with other types of Jewish people across divides, strengthening sense of community; and fostering closer relationships between Jewish people and other communities, breaking down barriers.

Our Core Values:

These six values shape our culture, guide how we behave and inform our decision-making. They are at the heart of the way we work, driving how we act as individuals and as an organisation:

Kehillah

קהילה

Community

Hachlalah

הכללה

Inclusivity

Yitsiratiyut

יצירתיות

Creativity

Chesed

חסד

Lovingkindness

Shituf Peulah

שיתוף פעולה

Collaboration

Dugma Ishit

דוגמה אישית

Leading by Example



ROLE DETAILS



LOCATION: London, NW3 (some home/remote working possible)

DIRECT REPORTS: Digital Marketing Manager, Marketing Executive, CRM Executive and Graphic Designer

SALARY: £60,000-65,000 (commensurate with experience)

BENEFITS: JW3 staff enjoy working in a dynamic, vibrant community centre and cultural environment. You will have access to discounted and free tickets to a wide range of cultural, educational and other events and activities that take place under our roof, including free cinema tickets (subject to availability) for our gorgeous boutique cinema.

You will enjoy eating and drinking in our cafe with their staff discount, taking a break on the JW3 Beach in the summer or coming for a skate on the JW3 Ice Rink in the winter. You will also benefit from a best-in-class proactive Employee Assistance Programme (EAP) which offers mental health support, 24/7 medical support through a free online GP, death in service 2x salary, and a physical and mental wellbeing app accessed through gamified technology which offers rewards and discounts.

And you will have 28 days annual leave (including Bank Holidays) plus all Jewish holidays that fall on a working day.

ROLE DETAILS

PURPOSE OF ROLE:

This is a key leadership role within our organisation. Its purpose is to drive the strategic planning and delivery of year-round marketing and communications campaigns that will maximise the impact of JW3's programming events, revenue generating initiatives, and fundraising activities.

The Director of Marketing and Communications will deliver long-term strategies and short-term campaign plans, ensuring the consistent engagement of our core target audiences to maximise the impact of our activities. Working with and reporting directly to the CEO, you will lead and manage the Marketing & Communications Team to deliver creative work that reflects and supports our vision, mission and values, and our diverse portfolio of events, activities, classes and courses, venue hire, and other services. You will ensure all marketing and communications are strategic and data-driven in order to most cost effectively increase our reach and reputation in line with our mission, vision and strategic priorities.



KEY RESPONSIBILITIES

Strategy and Planning

- Develop and implement an integrated marketing and communication strategy for JW3 across all platforms, working closely with the Director of Programming, Programming Heads, Development Director and other key stakeholders where appropriate.
- Take the lead along with the Director of Programming in developing and integrating effective audience development and engagement strategies and plans.
- Plan and deliver JW3 marketing and communications initiatives and projects in order to maximise sales and build new audiences - developing the organisation's relationship with its current audiences and broadening the audience base through an integrated digital strategy and effective use of our CRM system.
- Articulate effectively JW3's marketing and communications strategies and plans, both internally to JW3 staff, as well as to key stakeholders, including the Board of Trustees and relevant partners.
- Provide clear marketing and communications leadership and direction across the organisation

Management and Delivery of Marketing and Communications

- Take overall responsibility for management and oversight of JW3's marketing, branding and communications across the organisation.
- Plan and implement marketing campaign structures for all areas of JW3 using both traditional and digital formats, including the year-round programme; big one-off projects (e.g., Ice Rink, Beach etc.); fundraising campaigns, venue hire; etc.
- Work with JW3 Development Director to ensure consistent, effective messaging of JW3's charitable status and fundraising needs are presented at all relevant opportunities - including online, on printed materials, and within JW3 itself.
- Ensure that appropriate processes are in place to ensure each season's programme, membership drives, and other JW3 services, are planned and promoted effectively and delivered on time and within budget.
- Ensure appropriate monitoring and evaluation systems are in place regarding ticket sales/revenues and the effectiveness of marketing campaigns.
- Ensure that all marketing activity is consistent with JW3's brand values and positioning.
- Maximise the opportunities to promote JW3 at relevant third-party events (e.g. Limmud, Klezmer in the Park, local fetes/fairs, large communal gatherings etc.), and ensure JW3's presence at such events is effective.

Leadership and Management of Staff

- Take responsibility for recruitment, management, and motivation of all Marketing & Communications Team staff. This will include effective communication through team meetings, one to ones, professional development and appraisal.

KEY RESPONSIBILITIES

Financial Management

- Work with the CEO, and Finance Director to develop an overall marketing and communications budget in line with JW3's financial objectives.
- Ensure team members and agencies or other marketing and communications suppliers work to agreed financial parameters.
- Monitor and measure performance against budgets.

Organisational Leadership

- Contribute to the organisation's overall strategy, leadership and management as a member of the Senior Leadership Team (SLT)
- Attend, report to and present at JW3 Trust Board Meetings, and when required, other lay committee meetings.
- Report to the CEO and, when required, the Board and key stakeholders, on marketing, communication and sales strategy, plans and results.
- Work closely with relevant JW3 lay leaders and take the lead driving the Marketing Advisory Group (MAG), including attending MAG meetings.

Other Responsibilities

- Undertake any other reasonable duties, commensurate with the level of the post so as to ensure the smooth running of the organisation.
- Attend JW3 events and meetings where required (note: some events and meetings might take place outside of "regular" office hours)
- Carry out other work as reasonably requested by the CEO.

REVIEW ARRANGEMENTS:

This job information cannot be all encompassing. It is inevitable over time that the emphasis of the job will change without changing the general character of the job or the level of duties and responsibilities entailed. Consequently, this information will be periodically reviewed, revised and updated in consultation with the post holder to reflect appropriate changes.

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. A sensitivity to Jewish cultural issues is vital.

Essential Skills, Experience, Knowledge:

- Significant experience at a senior level of delivering marketing/communications for an organisation or venue offering a wide range of services/activities to a diverse audience.
- An excellent track record of planning and implementing all-round marketing, sales and communications strategies – including digital and print.
- Successful track record of designing, implementing and analysing data-driven marketing campaigns to achieve increased sales.
- Demonstrable understanding of, and successful experience in, audience engagement and audience development principles and techniques
- Experience of building, developing and maintaining effective relationships with partner organisations and media outlets
- High level of planning and organisation skills to produce strategic and operational plans, and manage multiple projects simultaneously.
- Significant team management experience appropriate to the level of the role, with proven ability to lead, motivate and develop a staff team, build relationships and communicate effectively with team members.
- Experience of email and social media marketing and monitoring tools.
- Experience of managing successful PR and media partnerships/ relationships.
- Experience of content management, especially website content management
- Track record of successful management of budgets and proven ability to take the lead responsibility for the financial aspects of project planning.
- Excellent communications skills at all levels - written and verbal.
- Ability to plan and prioritise duties and responsibilities whilst working to tight deadlines.
- High level of IT competency, including demonstrable effective use of Word, Excel, Outlook, and databases at a minimum.
- Ability to work on own initiative and without direction; ability to structure own time, use initiative, prioritise effectively to deliver on key goals set with CEO and Board.
- Shows a demonstrable personal interest in and experience of the arts, culture and Jewish community.

Desirable Experience

- Relevant experience working within a key marketing/communications role in a successful community, arts or cultural organisation.
- Leadership role in systems development within an organisation
- Experience of internal communications strategy development and delivery.
- Experience of using ticketing CRMs as an integral part of a marketing operation.
- Experience of brochure production.
- Experience developing/managing membership schemes.
- Knowledge/experience of the Jewish and local communities within visiting distance of JW3.
- Experience in successfully using Spektrix CRM system.

Personal Qualities

We are looking for someone who:

- Understands and shows commitment to furthering JW3's vision, mission and goals
- Has a natural ability to effectively work in teams and form positive relationships.
- Has passion, drive, commitment and integrity
- Is articulate, charismatic, dynamic and patient.
- Is extremely well organized
- Is approachable with an assertive personality
- Has a proactive and flexible approach to work, including a willingness to work outside regular hours where necessary – e.g. in the evenings, on Sundays.

Qualifications and memberships

Preference will be given to those with relevant qualifications in areas related to marketing and communications



HOW TO APPLY

Please send your covering letter and CV to:

deborah@midfieldgroup.co.uk

JW3 Trust Ltd is a registered charity, No. 1117644.

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