

RECRUITMENT PACK

Head of Marketing & Communications (Maternity Cover)



Welcome from the Chief Executive

Thank you for your interest in the role of Head of Marketing & Communications (Maternity cover) at Jewish Blind & Disabled.

We are an organisation that transforms people's lives which makes working here all the more rewarding. We are growing and developing to respond to huge demand for our unique offering.

Since our inception over 55 years ago the organisation has grown significantly into a professional, independent charity. We now have 320 apartments across 7 developments and we are about to open our latest development of 30 one- and two-bedroom apartments. Alongside our housing, our community-based services help people retain their independence in their own home in the community.

With increasing demand for our housing and support, we are ambitious about our growth to ensure we can meet current and future need. Increasing our brand awareness is essential to our growth.

Over the past few years, we have worked hard to increase awareness of our work and its impact across the Jewish community. We have

also expanded the team with a Marketing Executive. With our Head of Marketing & Communications going on maternity leave, we are looking for someone to build on our success to date.

We are a friendly team. We work hard but also know how to have fun. This role offers flexible working hours alongside a generous package.

If you would like an informal conversation to find out more about us and the role, please feel free to email me to arrange a time to speak -

lisa@jbd.org

Yours sincerely,

Lisa Wimborne

Chief Executive

Our Vision, Mission and Values

Jewish Blind & Disabled exists for Jewish people with physical disabilities or vision impairments aged 18 upwards to have access to housing and support so that they lead the best life they can; enabling independence, dignity and choice. This is achieved through our specially adapted mobility apartments located in our unique supportive developments or within their own home in the wider community. We are committed to ensuring we can meet the needs and increased demand from across the community.

We are a values led organisation. We are guided by our strong Jewish values. Our behaviours demonstrate how we live our values. We will use these behaviours to:

- 1** Ensure we recruit people who share our values and can demonstrate the behaviours we seek to encourage in our staff team
- 2** Measure performance and identify support and development needs of our staff
- 3** Outline our expectations for our staff, volunteers, contractors and others who interact with us. Central to this is our value of respect.

OUR VALUES

Truth and Integrity (EMET)

Do what you are supposed to do. Be accountable. Be professional

Respect (KAVOD) Treat others with respect and dignity

Fairness (TZEDEK) Be fair. Be open-minded and listen

Kindness (CHESED) Show you care. Be compassionate and empathetic.



Role: Head of Marketing & Communications (Maternity cover), 9-12 months

Salary: Circa £40K per annum dependent on skills and experience

Hours: 28 - 35 hours per week, with early closing every Friday throughout the year

Holidays: 28 days per annum (inc bank holidays) plus Jewish Holidays (Pro rata for part time staff)

Job Type: Fixed term (maternity cover)

Location

Head Office - Mill Hill East with flexibility for some working from home

Responsible to

Chief Executive

Direct reports

Marketing Executive, and will be required to manage retained agencies

PURPOSE OF THE ROLE

To implement an ambitious cross-channel marketing strategy to complement our fundraising and service delivery, as well as raising awareness of the Jewish Blind & Disabled brand within the wider community.



ROLE INFORMATION

Key tasks and responsibilities:

- Work closely with the Chief Executive and Fundraising and Marketing Subcommittee to both implement and continue to develop our marketing strategy, delivering an annual cross channel marketing plan
- Manage a pool of designers and external agencies to develop concepts and produce materials to support fundraising and service marketing, including delivering two direct marketing appeals that meet or exceed expected targets
- Manage media buying and production and placement of targeted effective advertising campaigns in Jewish, local and specialist media
- Maintain and develop Jewish Blind & Disabled's social/digital media channels ensuring engaging content
- Manage and monitor engagement of social media and use this information to shape content and build engagement
- Manage the ongoing development of the website and ensure content is up to date
- Project manage, write and edit Jewish Blind & Disabled's tenant and supporter newsletters that are both produced twice a year
- Commission photography to support all marketing and PR activities
- Oversee PR, either working with an external consultant for delivery or to deliver internally with the support of the Chief Executive
- Work alongside the fundraising team to identify data acquisition opportunities within the framework of GDPR and guidelines from the fundraising regulator
- Agree and manage a departmental budget
- Set marketing goals and report on them to the Chief Executive and Trustees

General responsibilities:

- Play an active role as a member of the senior management team working closely with the Chief Executive, Director of Fundraising, other managers and JBD's President & Trustees
- Attend regular meetings with line manager, regular team meetings and undertake relevant training as and when required
- Ensure effective internal communication
- Adhere to Jewish Blind & Disabled's GDPR Policy and ensure that any breach or concerns are reported to your line manager or to the Data Controller
- Comply with the charity's code of practice to ensure that you act in a professional manner at all times which reflect the values of Jewish Blind & Disabled
- Maintain confidentiality at all times and to ensure respect for, proper observance of and adherence to Jewish Blind & Disabled confidentiality policy for all staff
- Maintain standard of dress that is appropriate to role and in accordance with the charity's dress policy

General responsibilities:

- Take all reasonable care of the health and safety of yourself and of other persons who may be affected by your acts or omissions. To comply fully with the charity's Health & Safety Policy and to be responsible for and to manage risk within your sphere of responsibility
- Undertake any other duties which are consistent with the post
- This job description is not an exhaustive list of duties and responsibilities and is subject to change in accordance with the needs of the service
- Take all reasonable care of the health and safety of yourself and of other persons who may be affected by your acts or omissions. To comply fully with the charity's Health & Safety Policy and to be responsible for and to manage risk within your sphere of responsibility

Person specification:

- Experience of developing and delivering effective and practical marketing strategies across a range of mediums from print to digital
- Proven experience and track record of working for a not-for-profit organisation, supporting both service marketing and fundraising
- Experience of managing external agencies and suppliers

Desired skills and experience:

- Excellent written skills
- Ability to identify a strong story and develop this to use across marketing channels from print to digital
- Ability to communicate with, and enthuse a wide variety of people in an approachable and professional manner, whilst demonstrating a passion for the work of JBD
- A positive 'can do' approach
- Proactive, driven and patient
- Self-starting, creative and empathetic approach
- Excellent organisational skills and an ability to manage competing priorities
- Proficient in the use of MS Office applications, fundraising databases, Mailchimp (or similar platforms) and Wordpress
- Knowledge of the Anglo-Jewish community
- Budget management skills; ability to work effectively within limited resources
- Creative and innovative ideas and approach to marketing
- Ability to make difficult decisions putting the best interest of the charity at the forefront

TO APPLY

Please visit www.jbd.org/vacancies and complete the application form.

Applications close on **TBC**. 1st interviews will take place **w/c TBC**.

Terms and conditions of employment

DBS	All posts are subject to an enhanced Disclosure and Barring Service (DBS) disclosure.
Probationary Period	All posts are subject to a probationary period which may be extended if deemed necessary.
Working Hours	The full time equivalent for this role is 35 hours per week. Full time or part time hours to a minimum of 3 days per week is welcome to apply. Working from home for up to a day per week is available.
Annual Salary	Salaries are paid monthly in arrears on the last Friday of each month. Salaries are reviewed annually in January. JBD reserves the right to deduct from pay any amounts which are owed by you to the organisation, e.g. over payment of salary.
Holiday Entitlement	Annual leave will be based on a full-time entitlement of 20 days' paid holiday and 8 Bank Holidays (pro-rata for part-time employees) plus Jewish High Holy days when these fall on your normal working days. The holiday year runs from the January to December. Holiday entitlement increases with length of service, rising by three days per annum after three years of completed service and a further two days after five years completed service up to 25 days (plus BH). This entitlement is pro rated for part time staff.
Sickness	Up to 1 years continuous service - SSP only (where applicable).
Pension and other benefits	On successful completion of your probationary period, you will automatically be enrolled on the company pension scheme and Health Cash Plan.
Notice	During the probationary period - 1 week On successful completion of your probationary period and thereafter - 3 months. All notice must be in writing.

Policies & Procedures	Jewish Blind & Disabled has a range of policies and procedures to support its staff in their work. These include GDPR, Confidentiality, Health & Safety, Equality Diversity & Inclusion and Grievance and Disciplinary Appeals Procedures. All employees are bound by JBD's policies and procedures.
Additional Rules	Employees are required to disclose any other employment, which you undertake whilst in JBD's employment.
Kosher Buildings	As JBD is a Jewish organisation there are certain rules regarding food that must not be contravened. For example, no meat, meat products, shell fish or certain other fish may be brought into office buildings and only Kosher products may be brought into residential buildings. During Passover leavened products are also excluded.
Collective Agreements	These terms and conditions are not bound by any collective agreements.

WE CAN OFFER YOU

- A friendly & supportive work team
- Training & development opportunities
- Competitive rates of pay which are reviewed regularly
- 4% employer pension contribution
- Flexible working opportunities
- Hospital Cash Plan
- Employee Assistance Programme offering 24/7, 365 days a year confidential support with personal legal and financial information and health advice across a range of medical and wellbeing issues
- 24/7, 365 days a year GP telephone helpline
- A range of discounts from major high street brands
- Cash staff referral scheme

Working for Jewish Blind & Disabled

Our staff surveys show that people enjoy working for Jewish Blind & Disabled:

96% of staff members said they were proud to work for Jewish Blind & Disabled in a recent staff survey

95% of staff members said their job is interesting and it challenges them

93% of staff members said their roles gives them a sense of self-fulfilment.



35 Langstone Way, Mill Hill East, London NW7 1GT

020 8371 6611 • info@jbd.org • www.jbd.org • [@JBDCharity](#)

Charity No. 259480 Company No: 00959535 (England and Wales)