



Recruitment pack

Marketing Manager Maternity Cover

www.jbd.org

Welcome from the Chief Executive

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

We are an organisation that transforms people's lives which makes working here all the more rewarding.

Since our inception over 50 years ago the organisation has grown significantly into a professional, independent charity. We now have 320 apartments across 7 developments and work is underway on our latest development of 30 one- and two-bedroom apartments due for completion in 2024. Alongside our housing and support offering, in 2018 we launched our Independent Living Advisory Service, taking our expertise out to 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. With our Marketing Manager 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 and/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 develop to ensure 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.



About Jewish Blind & Disabled

We are the only Jewish charity dedicated to ensuring that neither physical disability nor impaired vision is allowed to become a barrier to maintaining one's independence and dignity. We provide developments of mobility apartments specially designed to enable people to do the everyday tasks that are key to living independently, in safety with their own front door. We have over 360 people living across our 7 developments with ages range from those in their 30's to over 100 years old.

Most of our tenants are not born with a disability, instead, at some point in their lives they face a diagnosis that will have a significant impact on their life from that time forward. We know that with the right facilities and support a disability does not have to mean a loss of vital independence and self-worth.

Each of our buildings has its own supportive Jewish community with our house managers being central to the building. Along with providing a 24/7 on call service 365 days a year, house managers keep a caring eye on our tenants, calling them, unless requested not to do so, every morning and evening to check that everything is ok.

We work in partnership with a wide range of local and communal organisations, social care and health providers to support our tenants to be active and supported members of their local community.

Community engagement is at the heart of all we do.

Over the past few years we have become acutely aware of the struggles that some people on our waiting list were facing in managing in their own home. In 2018, we established our Independent Living Advisory Service, a service that takes our expertise into people's own homes. The service both advises and funds the installation of vital aids and adaptations that can support individuals on our waiting list or those who want to remain in their own home to retain their much-prized independence.

Enter our 2023 Prize Draw

Housing & Support | Support us | About us | Contact us | Donate

The key to independent living for Jewish Blind & Disabled charity provides people from the physical disability community with their own front door. What we do

Community

£10m housing for blind and disabled gets the green light

JEWISH BLIND & Disabled is ready to begin construction on a £10 million development in Mill Hill East having secured both planning permission and a lead donor.

Due to open in early 2024, the development will provide 21 one-bedroom mobility apartments and seven two-bedroom mobility apartments, as well as overnight studio accommodations for the house manager and a range of communal facilities.

The apartments are designed to meet the needs of those with physical disabilities or vision impairment and will include accessible fitted kitchens and walk-in shower rooms, spacious enough to accommodate wheelchairs.

There will also be communal laundry facilities, a lounge, a small garden and roof terrace and parking spaces.

Sustainability figures prominently in the plans with a low carbon energy strategy incorporated into the design, including solar panels and green and brown roofs.

The Mill Hill project will add to BB's seven existing properties across North West and North East London, Essex and Herts, supporting over 360 tenants ranging in age from their 30s to over 100-year-old.

"This development can't come soon enough," said its chief executive, Lisa Wimborne.

"Our waiting list in Barnet is growing, in particular for larger or two-bedroom flats suitable for couples. We are yet to start work but have already had significant interest in these apartments from people who are currently living in unsuitable accommodation without the support they need.

"We are committed to ensuring we can meet the current and future needs of people in our community living with physical disabilities or vision impairment."

The development will be known as Ephraim Court, recognising the lead gift from the Ephraim 1998 Charitable Trust and as a memorial to the trust's founders, brothers Menashe (Menashe) and Heskell (Harry) Ephraim. The undisclosed seven-figure donation is the largest ever made to BB.

The Ephraims were Iraqi Jews who came to Britain in the 1950s, building a successful life for themselves. Initially trading in financial markets, they went on to establish an electrical imports company, Hill's Components.

They lived together in Northwood and did not marry or have children.

Heskell lost an eye in an accident when he was young and so would have appreciated the work of BB.

Ephraim trustee Gary Callum said Menashe Ephraim — who died in 2020, 14 years after his brother — had left "clear instructions to seek legacy opportunities with particular interest in a number of fields, including supporting the Jewish community and people with visual impairments.

"We have been extremely impressed with the work of Jewish Blind & Disabled and are delighted to be supporting this new development, a fitting and lasting legacy for Menashe and Heskell Ephraim."

With several other significant donations pledged, BB has launched a fund-raising campaign to meet the £3.5 million shortfall.

BB chair Merr Gordon said it was the charity's biggest project to date.

"If we can fully fundraise for this development, it will enable us to find a site in the Hertfordshire area where we know there is current and growing need."

However, it couldn't raise the shortfall on Ephraim Court, "we will have to borrow from the bank and this will significantly slow down our ambitious plans for growth and development."

Role Specification - Marketing Manager Maternity Cover (9-12 months)

Reporting to: Chief Executive

Direct reports: no staff but will be required to manage retained agencies

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

Hours: Job share, or part time hours would be considered for the right candidate. Full time hours - 35 hours per week, with early closing every Friday throughout the year

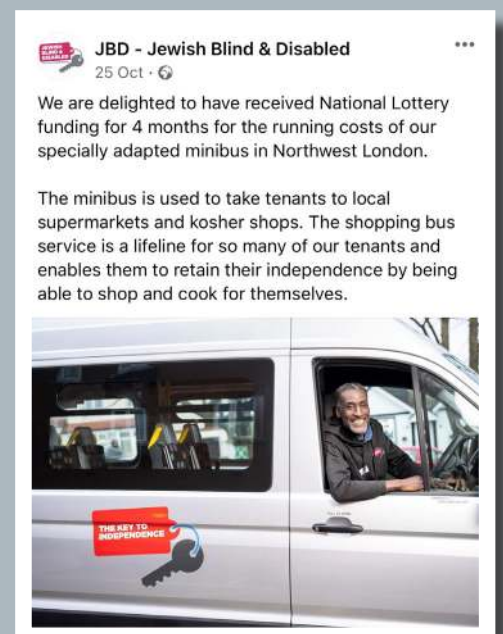
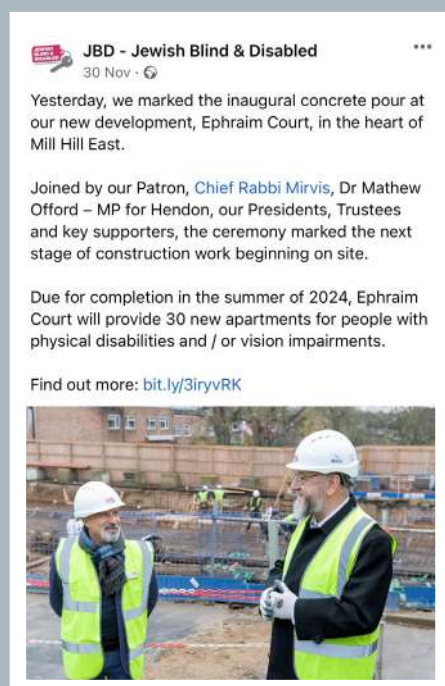
Holidays: 28 days per annum (inc bank holidays) plus Jewish Holidays. Pro rata for part time staff

Job Type: Fixed term (maternity cover)

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

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.



Key tasks and responsibilities

1. Work closely with the Chief Executive to both implement and continue to develop our marketing strategy, delivering an annual cross channel marketing plan
2. To 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
3. To manage media buying and production and placement of targeted effective advertising campaigns in Jewish, local and specialist media
4. To maintain and develop Jewish Blind & Disabled's social/digital media channels ensuring engaging content
5. To manage and monitor engagement of social media and use this information to shape content and build engagement
6. To manage the ongoing development of the website and ensure content is up to date
7. To project manage, write and edit Jewish Blind & Disabled's tenant and supporter newsletters that are both produced twice a year
8. To commission photography to support all marketing and PR activities
9. To oversee PR, either working with an external consultant for delivery or to deliver internally with the support of the Chief Executive
10. To work alongside the fundraising team to identify data acquisition opportunities within the framework of GDPR and guidelines from the fundraising regulator
11. To agree and manage a departmental budget
12. To set marketing goals and report on them to the Chief Executive and Trustees.

General

1. To 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
2. To attend regular meetings with line manager, regular team meetings and undertake relevant training as and when required
3. To ensure effective internal communication
4. To 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
5. To 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
6. To maintain confidentiality at all times and to ensure respect for, proper observance of and adherence to Jewish Blind & Disabled confidentiality policy for all staff
7. To maintain standard of dress that is appropriate to role and in accordance with the charity's dress policy
8. To 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
9. To undertake any other duties which are consistent with the post
10. 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.

Person Specification

Experience

- 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

Skills, Knowledge and Aptitudes

- Excellent written skills
- The 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
- The ability to make difficult decisions putting the best interest of the charity at the forefront.

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.
Office Hours:	We work a 35 hour week offering flexible working patterns with core hours of 10-4pm Monday to Thursday and 9-2pm on a Friday.
Annual Salary:	<p>Salaries are paid monthly in arrears on the last Friday of each month.</p> <p>Salaries are reviewed annually in January.</p> <p>JBD reserves the right to deduct from pay any amounts which are owed by you to the organisation, e.g. over payment of salary.</p>
Holiday Entitlement:	<p>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).</p> <p>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).</p>
Sickness:	Up to 1 years continuous service - SSP only (where applicable)
Pension and other benefits:	On successful completion of your probationary period, you will be eligible to join the company pension scheme and Health Cash Plan.

Terms and conditions of employment

Notice:	<p>Employees are required to give the following periods of notice:</p> <p>Under 1 month's service – nil</p> <p>During the probationary period (after 1 months' service) – 1 week</p> <p>On successful completion of your probationary period and thereafter – 1 month</p> <p>All notice must be in writing.</p>
Policies & Procedures:	<p>Jewish Blind & Disabled has a range of policies and procedures to support its staff in their work. These include Data Protection, Confidentiality, Health & Safety, Equal Opportunities, Grievance and Disciplinary Procedures. All employees are bound by JBD's policies and procedures.</p>
Additional Rules:	<p>Employees are required to disclose any other employment, which you undertake whilst in JBD's employment.</p>
Kosher Buildings:	<p>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.</p>
Collective Agreements:	<p>These terms and conditions are not bound by any collective agreements.</p>

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.



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