



## **Job Description** **Marketing Executive (Full-time)**

<b>Based</b>	JNF UK London Office
<b>Reporting to</b>	Head of Marketing
<b>Internal points of contact</b>	Marketing Team, Fundraising Team, Israel Team, Legacy Department, SmartGiving, CEO, Board of Trustees
<b>External points of contact</b>	Designers, Printers, Newspapers, Creative Agencies,

### **MAIN PURPOSE OF THE ROLE**

JNF UK is looking for a creative, professional and organised Marketing Executive to project manage multi-channel direct marketing campaigns and lead the production of all JNF UK's advertising, marketing, fundraising and events material.

Led by the Head of Marketing and working alongside the copywriter and other external stakeholders, the post-holder will ensure that all marketing activity is executed to the highest standard and in line with the business and marketing objectives.

### **KEY AREAS OF RESPONSIBILITY:**

- Manage all direct marketing campaigns from concept through to evaluation
- Manage the design and print production of all marketing and events collateral for JNF UK, JNF UK's legacy department and SmartGiving
- Manage a schedule of press advertising for all three business groups
- Distribute press releases
- Manage JNF UK's social media activity
- Update the JNF UK website with new news and project information
- Manage video production process when needed
- Budget Management

- Keeper of library of photos

### **Essential skills and experience**

- 2-3 years' experience in a marketing role in the charity sector
- Proven successful experience of managing direct marketing campaigns
- Proficient in the print production process
- Excellent project management skills
- Excellent proofreading skills
- Strong communication and interpersonal skills with the ability to work with people at all levels
- Ability to work on own initiative and be a self-starter
- Proficient in the use of MS Office applications, particularly Excel and Word
- Good numerical and analytical skills
- Creative thinker
- Have a willingness to work outside office hours
- Good written and oral English
- Social media experience

### **Desirable Skills and experience**

- Digital Marketing Experience
- Ability to use Adobe design packages
- Hebrew speaker
- Event management experience
- Copywriting experience
- Experience working with WordPress CMS system

### **NOTES:**

- 1. This Job Description only indicates the main duties & responsibilities of the post.**
- 2. It is not intended as an exhaustive list.**
- 3. JNF reserves the right to amend this Job Description from time to time according to business needs.**
- 4. Any changes will be confirmed in writing.**
- 5. Please note: you share with JNF the responsibility for making suggestions to alter the scope of your duties and improve the effectiveness of your post.**