



Job Description

Marketing Manager and Copywriter

Based	JNF London Office – Full Time Role 9 – 5.30pm
Reporting to	Head of Marketing
Internal points of contact	Marketing Team, Fundraising Team, Legacy Department, CEO, Board of Trustees, Israeli Team
External points of contact	Newspapers, journalists, internal project representatives, external JNF UK team, design, and print agencies

MARKETING DEPARTMENT ROLE AND RESPONSIBILITY

To develop and deliver engaging multi-tiered messaging and content to raise awareness about the work of JNF UK in Israel across several online and offline channels to drive revenue and increase brand awareness.

JNF is looking to extend and grow the exposure of the JNF brand and their work in Israel to a younger and new audience (importance of social media) whilst maintaining their current position using traditional marketing (press, newsletters).

MAIN PURPOSE OF THE ROLE

Reporting to the Head of Marketing and working alongside other members of the JNF UK team, the Marketing Manager & Copywriter's role is key in ensuring department project deliverables and written content requirements are met and exceeded.

The role will involve project managing and executing, creating and copywriting for direct and indirect marketing and social media campaigns including direct marketing, PR, print production of fundraising and events material and advertising; as well assisting in the development of content and deliverables for a new website.

The role will include (but not be limited to); putting together newsletters and appeals for supporters writing up creative and data briefs, producing and updating schedules, coordinating design and copy amends and sign-off, data review, print and production, and any supporting digital activity.

Supporting the Head of Marketing and working alongside the Social Media & PR Manager and other external stakeholders, the post-holder will have the intuition, foresight and initiative to manage the

department when required, ensuring that all marketing activity is executed to the highest standard and in line with the business and marketing objectives.

DAY TO DAY RESPONSIBILITIES

- Manage all direct marketing campaigns from concept through to evaluation
- Manage the design and print production of all marketing and fundraising materials
- Manage a schedule of campaign and press advertising including updates of communications activity
- Provide support to Head of Marketing with generating written content for press releases and statement
- Provide support to the Social Media & PR Manager with generating copy for social media
- Provide support for digital marketing activity (website management, newsletter, content generation)
- Budget and project management
- Producing a weekly and monthly marketing reports
- Keeper of library of photos and management of archive system

SKILLS AND EXPERIENCE

- 2-3 years' in a similar marketing role with some management experience
- Evidenced English copywriting ability
- Proven successful experience of managing direct marketing campaigns
- Understanding of and experience in digital marketing and social media communications
- Understanding of WordPress and proficient with Google Analytics required for weekly/monthly reports.
- Proficient in the print production process
- Excellent project management skills
- Excellent proofreading skills
- Good written and oral English
- Proficient in the use of MS Office applications, particularly Excel and Word
- Good numerical and analytical skills with the ability to manage budgets.
- 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
- Creative thinker
- Have a willingness to work outside office hours

ADDITONAL INFORMATION

This is an in-office full time role from 9.00am - 5.30pm, Monday to Thursday with early closing as applicable on a Friday.

This job description only indicates the main duties and responsibilities of the post and is not intended as an exhaustive list.

Having worked in a charity setting is not a prerequisite. We welcome candidates with any relevant skills and experience who want to contribute and be part of a dynamic and growing organisation.