

THE S&P SEPHARDI COMMUNITY JOB DESCRIPTION PROGRAMME AND MARKETING DIRECTOR

Introduction

The S&P Sephardi Community – originally founded as The Spanish and Portuguese Jews' Congregation – was founded in 1657 as a consequence of the famous petition to Cromwell in 1656.

The community has since grown considerably under the leadership of Rabbi Dweck with synagogues in Bevis Marks, Lauderdale Road and Wembley as well as many other affiliated synagogues within the Sephardi Community. Our Programming has developed and grown significantly under our first Programme Director with a published programme of activities throughout the year. Audiences include our synagogue members, members of the affiliated synagogues, attendees at our lectures in Hendon and other communities as well as city professionals and the wider Jewish community.

We now seek the new Programme and Marketing Director who will reach out to engage existing audiences and develop new audiences with a drive to increasing membership of the community.

Purpose of the role

To develop and implement an engaging year round programme of activities for the membership of The S&P and wider audiences and ultimately to encourage wider audiences to become members of The S&P. To manage and direct the marketing and PR of The S&P Sephardi Community, to support all areas including programme, fundraising materials and membership. The position will work closely with Senior Rabbi to execute the vision and goals of the office. Please note the PR for the office of Rabbi Dweck will be dealt with separately.

Reporting

The Programme and Marketing Director will report to the Senior Rabbi and CEO and forms part of the Office of the Senior Rabbi.

Main responsibilities

Programme

1. To develop, implement and build on the existing programme of events for both members and non-members including events, lectures, dinners and fund-raising events etc. These events will be across the Jewish education and social spectrum.
2. To deliver the programme in a creative and cost effective manner and within budget.

3. To ensure that each published programme and event is planned within an appropriate time scale and delivered on time and planned with the relevant people.
4. To reach out to affiliated communities and include them within the S&P programme.
5. To develop, negotiate and manage new programming partnerships and agreements and to produce a published programme that covers all programming for Jewish festivals and events for the community.
6. To be present at all key events and activities and to attend services on key Shabbatot to get to know the community.
7. To manage all online ticketing systems for events and programmes

Marketing

8. To manage all marketing and engagement for The S&P including overseeing and maintaining the website as well as published materials including programme and the annual Sephardi bulletin.
9. To manage all communications including weekly emails and local synagogue newsletters.
10. To manage and operate a social media strategy including the use of Facebook, Instagram and Twitter.
11. To work with press and media to ensure that all press releases are created and issued accordingly, with an optimum presence achieved.

Office of Rabbi Dweck

1. Working closely with the Senior Rabbi to execute the vision and goals of the Office.
2. Supporting Rabbi Dweck on a daily basis including programme, marketing and follow-up.

Membership

12. To formulate a new membership recruitment plan and engage with all stakeholders including staff to coordinate and implement the plan.

Community Engagement

13. To focus on community engagement for existing members and establish new and innovative ways of involvement.
14. To engage with new members of the community and those with important lifecycle events to further their involvement with programme and activity.
15. Engage with City Professionals to increase the awareness and activity at Bevis Marks with a view to create new connections and friends of Bevis Marks.



Management

16. This post sits on the Senior Management Team and has one direct report being a part-time marketing assistant.

Finance

17. To take responsibility for the programming and marketing budgets and monitor performance within the budgets.

Person spec

1. Experience of managing the delivery of activities and events within a successful community organisation.
2. Excellent communication skills, written and spoken.
3. Excellent knowledge of marketing including both print and digital.
4. A high level of Jewish and general cultural literacy.
5. 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 Senior Rabbi.
6. Excellent IT skills, including knowledge of Adobe Creative Cloud, Mail chimp and WordPress. (Training can be provided if needed).
7. Experience of working within the set objectives, time scales and budget.

Salary circa £40k depending on experience. To apply, please submit a CV and covering letter andrea@sephardi.org.uk