

## **Events and Marketing Executive**

### **Job Spec**

### **£27-£32 FTE (4 Days, office based)**

### **Main duties and responsibilities**

#### **Events**

- Develop an events portfolio to support and grow fundraising activities.
- Plan and organise 4 smaller events including Quiz evenings, Challenge events and bespoke fundraising events for target groups.
- Work with Fundraising Manager on large scale Gala Dinners / Patron's Events as appropriate.
- Liaise with shuls to ensure alongside the Education and Outreach Executive we have at least 6 speaking slots per annum.
- Develop and manage relationships between event committees and Jnetics.
- Manage and grow Jnetics Young Professional Committee including YP events and outreach.
- Organise at least one YP event/talk quarterly.
- Evaluate events quality and impact on an on-going basis.
- To be an integral member of the match funding campaign team, scheduled for delivery September 2024.
- Monitor communal activity and present to the team quarterly on findings and interesting developments.

#### **Social Media**

- Assume responsibility for creation of social media assets on an ongoing basis both ongoing and project based.
- Grow Instagram by 5% each month with a key focus on recruitment of students for University Screening week.
- Develop TikTok channel and grow followers.
- Analyse and report monthly to the team, along with recommendations moving forward.
- Keep abreast of developments within the marketplace and monitor competitor's activity.



## Newsletters/Appeals

- Responsibility for Bimonthly newsletter to our complete database.
- Responsibility for Quarterly Volunteer Newsletter.
- Work closely with CEO and Fundraising Manager to develop Pesach and Rosh Hashana Appeals.
- Work with CEO and Fundraising Manager on Chanukah newsletter to be posted to complete database.
- Manage and develop content for synagogue magazines and newsletters.

## Person Specification

### Qualifications/Experience

- Previous experience of running events and working with committees.
- Understanding and knowledge of Jewish communal landscape and events.
- Strong database skills and experience.
- Expert proficiency with Microsoft Office and desktop publishing software ability to design and edit graphic presentations and materials.
- Exceptional organisation skills and impeccable attention to detail.
- Strong verbal and written communication skills.
- Advanced excel skills.
- Can do attitude and team player.

**Send Covering letters and CVs to [emma@jnetics.org](mailto:emma@jnetics.org)**

**Deadline for applications Friday 5 April 2024**