

January 2024



80 East End Road
London N3 2SY

020 8346 8560

office@nnls-masorti.org.uk
nnls-masorti.org.uk

Job Description: NNLS Communications Manager

An exciting opportunity for the ideal candidate who knows how to tell a good story, is well versed with all communication channels, has a keen attention to detail and meets deadlines.

NNLS is seeking a creative and articulate Communications Manager, with excellent inter-personal and communication skills. The successful candidate will join our growing, friendly and collaborative team, who are passionate about their role and the importance of community, and have the opportunity to learn and grow within a dynamic membership organisation.

Reports to: Community Engagement Director

Liaises with: In-house Designer, various members of the NNLS professional team, relevant Council members and other volunteers.

Hours: 0.8FTE (30 hours per week)

Location: NNLS (with flexibility for some home-based working)

Holidays: 4 weeks per annum (rising to 5 weeks after 5 years' service) plus public and Bank Holidays, and Jewish holidays when they fall on weekdays.

Salary: £28,000 to £35,000 gross per annum pro rata (commensurate with experience)

About New North London Synagogue:

New North London Synagogue (NNLS) is a thriving Masorti community in North London with a membership in excess of 3,500. It is the largest Masorti synagogue in the UK, and one of the leading congregations of any denomination in the country. Based at its purpose-built premises in Finchley, NNLS sits at the cutting edge of contemporary Jewish life, constantly striving to develop and enhance Judaism for its members and sharing its values and ideas with wider society. We aim to build community and embed sustainability and inclusivity in everything we do.

The Role:

Working with our in-house Designer, the Communications Manager will oversee the delivery of NNLS communications. They will develop content and lead the creative execution to provide consistent and targeted branding and messages, and design campaigns to target both the community at large, and specific member segments, with emphasis on campaign performance to help direct recommendations for future programme and event attendance.

The role involves creating/writing NNLS' weekly community communications, festival specific and event targeted communications, driving social media campaigns, keeping ahead with what's out there and managing one team member.

It is our intention to carry out an external audit and review of NNLS communications channels, the outcomes of which will be for the Communications Manager to implement. They will also keep informed of developments in the field of marketing and communications within the third sector to foster ideas and innovation.

Key Responsibilities

- Manage and develop NNLS communication channels e.g. Mailchimp, ShulCloud Mail, YouTube, Social Media (Facebook, Instagram, LinkedIn and Twitter)

- Manage and update NNLS website content
- Draft, format and broadcast weekly email newsletters
- Sign off, format and send out dedicated, targeted email communications
- Draft and format other ad hoc NNLS publications
- Manage in-house graphic designer regarding production of all NNLS project and event publicity and the twice annual magazine
- Co-administer NNLS social media accounts with Community Engagement Officer

Person Specification:

- Strong, versatile copywriting skills
- Proven track record in digital marketing and social media
- Good organisational, planning, and coordination skills
- Ability to multi-task and prioritise as needed
- Desire to take full ownership of assigned projects
- Possesses a sense of urgency, is self-motivated and detail-minded
- Strong interpersonal skills with ability to build collaborative relationships
- Good presentation, group dynamic, and facilitation skills
- Proactive approach in resolving problems and issues
- Relevant academic qualifications at degree level

Interested candidates are welcome to contact Susan Reuben for an informal chat about the role.

Applications to be submitted by full CV and cover letter to Susan Reuben at programming@nnls-masorti.org.uk.

Applications will be processed on a rolling basis.