



Marketing & Communications Executive

About BNJC

BNJC is a Jewish community hub aimed at revitalising Jewish life in Brighton and Hove. Our state-of-the-art community centre provides facilities for residential, educational, cultural, religious, social and co-working. By building a brand-new Synagogue, outstanding kosher dining options and a rich programme of events, we aim to support Jewish life in Brighton, across the spectrum and attract the Jewish community from all backgrounds to call Brighton and Hove their home.

The site includes both residential properties and commercial premises, located at 29-31 New Church Road, Hove. Alongside 45 residential units, the BNJC site comprises of Shoresh Nurseries; Novellino Brighton, a restaurant including a bakery and deli; Pro Fitness Gym, a Co-working space and events spaces. The site is shared with the Brighton and Hove Hebrew Congregation (BHHC) who operate the Synagogue and Mikvah.

BNJC is a registered charity in England & Wales, No.1195729. BNJC Trading Ltd, Company No.14174228, is the trading subsidiary of BNJC.

Job profile

Job title: Marketing and Communications Executive

Reports to: Head of Marketing and Communications

Salary: £30,000 - £33,000 per annum subject to experience

Hours: 40 hours per week. The post-holder may be required to work some evenings (an average of two per month) and occasional weekends (in the instance of a large event which requires multiple team members).

Annual leave: 33 days per annum, inclusive of all Bank Holidays.

Location: 29-31 New Church Road, Hove, BN3 4AD

Start date: September 2024

About the role

We are seeking a passionate and creative Marketing and Communications Executive to join the BNJC team. In this role, you will support the development and execution of strategic marketing plans that align with BNJC's vision to revitalise Jewish life in Brighton and Hove. You will work closely with the Head of Marketing and Communications on building the BNJC brand, as well as the brands of our various businesses including Novellino Brighton and Shoresh Nurseries. Maintaining a cohesive message and visual identity across all marketing outputs is a key element of the Marketing Executive role.

The Marketing and Communications Executive will have experience in creating compelling content across various physical and digital marketing platforms and driving brand awareness and engagement for a small to medium-sized business, charity or community organisation. You will have an understanding of industry best practice, GDPR and data protection regulations and safeguarding standards as well as a keen eye for market trends and competitor activities.

You will support the planning and promotion of events, and programming activities across our community hub and be responsible for creating promotional materials, from brochures to website content, social media content and developing copy for email newsletters, blogs, press releases and proposals.

The Marketing and Communications Executive will play a vital role in fostering partnerships and sponsorships, coordinating joint marketing initiatives to amplify BNJC's visibility and impact. This is a fantastic opportunity for someone eager to drive the growth of BNJC's marketing and communications function. You will play a key role in ensuring we deliver on our mission and connect with our community more meaningfully.

We are looking for a diligent and organised marketing professional with excellent communication skills and exceptional attention to detail. Our ideal candidate would be happy working autonomously and have experience of working across multiple different projects. We are looking for someone who is innovative, thoughtful and passionate about our work in the community. You'll need to be helpful and enthusiastic in your approach to work, flexible, a strong communicator and people oriented.

Duties and responsibilities

Strategic Development:

- Collaborate with the Head of Marketing to create and implement an integrated marketing and communication strategy across owned, earned, and paid media platforms.
- Develop strategies to engage new and existing audiences around BNJC businesses and programming.
- Explore marketing innovations and new channels to enhance BNJC's brand and create marketing efficiency.

Content Creation and Management:

- Manage commercial social media accounts (Instagram, Facebook, X, LinkedIn) for both BNJC and Novellino Brighton
- Lead content creation efforts to promote on-site businesses, including videos, reels, and social media feeds.
- Produce essential marketing materials in print, digital, and video formats.
- Write and commission engaging copy for online and print media.

Digital Marketing:

- Undertake digital marketing duties, including website content creation and web page editing using the content management system, ensuring that the website content is consistently up to date
- Producing targeted email campaign strategies to engage and nurture our diverse audiences.
- Optimize digital projects using analytics and report on the effectiveness of communications.

Brand and Campaign Management:

- Uphold brand guidelines, ensuring all marketing activities align with BNJC's brand values and positioning.
- Implement processes to ensure timely and effective promotion of BNJC's event programme.
- Devise and implement content strategies to develop business-owned channels, working closely with the Head of Marketing.

Supplier and Agency Liaison:

- Liaise with suppliers (designers, printers, creative services) to source competitive quotes and ensure best value, including organising photography and video shoots.
- Collaborate with external agencies to support marketing strategies.

Performance Tracking and Reporting:

- Track the effectiveness of campaigns and report findings promptly.
- Ensure consistent use of brand and tone of voice across all communications in alignment with BNJC messaging.
- Team Collaboration and Flexibility:
- Demonstrate a willingness to take on various tasks and develop new skills to support the delivery of BNJC's marketing services.
- Show initiative and a positive, 'can do' attitude in all tasks.

Person specification

Essential

- Minimum of 3 years' experience in marketing, communications, or similar roles.
- Proven ability to plan and implement digital marketing strategies, audience engagement, and data-driven campaigns.
- Excellent editorial and copywriting skills with professional experience in producing written English for large audiences.
- Proficiency with web content management systems (e.g., WordPress).
- Experience running paid digital ad campaigns, particularly with Meta Business Manager.
- Proficiency with email marketing systems (e.g., Mailchimp).
- Excellent working knowledge of social media platforms (Facebook, X, Instagram, LinkedIn).
- Good working knowledge of image/video editing tools (e.g., Canva, Adobe Suite).
- Highly organised, detail-oriented, and able to manage multiple projects simultaneously.
- Experience in successful marketing campaigns and social media/community management.
- Good understanding of the interconnections between paid, owned, and earned media.
- Creative, proactive, and solution-focused with the ability to anticipate and resolve issues.
- Excellent interpersonal skills across all levels, with a helpful and friendly attitude
- Ability to prioritise, manage your time, and proactively plan your workload in a busy environment with multiple demands.

Desirable:

- Experience in events marketing.
- Experience scheduling social media content using tools like Hootsuite.
- Understanding of Jewish history and culture and knowledge of the Jewish calendar, including relevant anniversaries that could translate into marketing themes and content.
- Experience in marketing within a Jewish charity or communal organisation.
- Experience using generative AI to increase marketing efficiency.
- Experience in PPC and SEO.

How to apply

We welcome the opportunity for an informal conversation ahead of applying for the role. Please email jobs@bnjc.co.uk to organise a convenient time to meet or speak.

To apply for the role, please send a copy of the following to jobs@bnjc.co.uk with the subject line 'Marketing and Communications Executive application':

1. Your CV
2. A covering letter (up to 800 words) that states how you meet the requirements set out in the person specification (and stating your right to work in the UK).

Successful applicants will be required to have a standard DBS check.

BNJC has a range of on-site accommodation options available. If you'd be interested in exploring these in addition to your application for this role, then please state this in your application.