

# Providing worldwide life-changing action



## Candidate Brief Pack

Marketing Manager - STEP Ukraine



We're an  
Age-friendly  
Employer

## Who we are

World Jewish Relief provides life-saving and life-changing action to people in crisis around the world. Founded in 1933 and proud to have rescued over 65,000 Jews fleeing the Nazis, World Jewish Relief today supports vulnerable people from marginalised communities, suffering the consequences of conflict and disaster. We work with our trusted local partners to help people survive the consequences of conflict and disaster, to thrive and rebuild their lives. We deliver programmes using our expertise, with urgency to achieve maximum and sustainable impact for those within and beyond our community.

Last year we assisted over 220,000 people in 23 countries worldwide with life changing interventions. All of our programmes are delivered in partnership with local organisations rooted in their own communities. Our philosophy builds on this heritage and our values insist we support those both within and beyond the Jewish community in many of the world's harshest environments recognising the dignity and potential of all people.

World Jewish Relief created the Specialist Training and Employment Programme (STEP) for refugees in 2016 and today we are the largest and an award winning provider of employment support to refugees in the UK. STEP aims to improve integration for refugees through a targeted employment programme that addresses the complex barriers refugees face in preparing for, and ultimately finding, work in the UK. We support all refugees, regardless of their proximity to the labour market, to develop the skills and identify the opportunities they need to secure sustainable employment.

### STEP Ukraine

The STEP Ukraine programme is a bespoke programme to support Ukrainian refugees in the UK to find work and improve their English language. This has been developed through World Jewish Relief's experience of supporting refugees into employment in the UK over the last 7 years through STEP and at the same time supporting mainly unemployed and underemployed women in Ukraine to find work over the last 10 years. Since April 2022 we have delivered STEP Ukraine, which utilises a bespoke English language training model developed by the British Council and builds on our employment expertise for Ukrainian refugees in the UK. In July 2023, we received significant funding from the Department for Levelling Up, Housing and Communities (DLUHC) to support thousands of Ukrainians who have entered the UK since February 2022.



**“World Jewish Relief provides life-saving and life-changing action to people in crisis around the world.”**

Paul Anticoni, Chief Executive



# Why World Jewish Relief

Dear Candidate,

World Jewish Relief is the Jewish community's international development and humanitarian agency. We tackle Jewish poverty and reach beyond our community. We create opportunities for those out of work to become self-reliant; we bring dignity to the elderly and we respond to international disasters.

Last year we assisted over 220,000 people in 23 countries worldwide. All of our programmes are delivered in partnership with local organisations rooted in their own communities. Our Jewish values compel us to support those both within and beyond the Jewish community in many of the world's harshest environments, recognising the dignity and potential of all people.

We pride ourselves on having a talented, welcoming and high performing team that recognises the critical role that each and everyone plays in achieving our goals. If the role of **Marketing Manager - STEP Ukraine** appeals to you then we will look forward to receiving your application.

Kind regards

A handwritten signature in black ink that reads "Paul". The signature is written in a cursive style and is positioned above a solid horizontal line.

Paul Anticoni  
Chief Executive

# The Role

The STEP Ukraine programme provides Ukrainian refugees in the UK with free and intensive English language and employment support over a 12 week period. In order for the programme to be a success, we need to recruit more Ukrainians onto the programme through a highly targeted marketing campaign. We are looking for a creative, self-starting and ambitious marketer to help provide Ukrainian participants with a comprehensive communications journey through the programme.

This role leads on the recruitment of participants, focusing on developing and delivering digital, partnership and OOH campaigns and events, which are based on data and insight. You will also have responsibility for the participants' journey once they join the programme, developing compelling and engaging marketing communications. We are looking for a data-driven and innovative marketer, ideally with a knowledge of Ukrainian communities in the UK, who can get stuck in and lead this important work. As the sole marketing specialist on the STEP Ukraine programme, you must be comfortable developing strategy and ideas, and then executing them. This role reports into the Director of Communications and Marketing, with a dotted line into the Deputy Director of UK Programmes.

## Specific responsibilities

- Lead on all marketing solutions to support the programme and the participants. This includes, but is not limited to, digital campaigns, community outreach, OOH, partnership marketing, webinars, incentive programmes and mobile campaigns.
- Develop and build all client attraction and retention digital campaigns and ensure they are delivering strong results. This includes drafting strong copy, and briefing colleagues in design.
- Take a data driven approach to all campaigns, ensuring progress is monitored and things are changed when they are not delivering strong results.
- Write, build and create all emails and automated journeys for participants using DotDigital.
- Manage the STEP Ukraine marketing budget, ensuring that all activity is accounted for.
- Identify pain points in the process, make firm recommendations and then implement solutions to improve these pain points.
- Build and maintain strong relationships with partners to enhance the reach and reputation of the programme.
- Represent STEP Ukraine at open days and events.

# The Person

You will be able to demonstrate the following:

## Knowledge and Experience

### Essential

- Extensive experience with campaign planning, from both a creative and a reporting/data management perspective.
- A firm understanding of how to attract, engage and retain programme participants.
- Strong ability to interpret data and make decisions based on what it tells you.
- Cross-cultural sensitivity and ability to work with beneficiaries with varying levels of English.
- Must be a self-starter confident in making decisions and recommendations to senior stakeholders.
- Ability to network proactively and build relationships with employers and external agencies.

### Desirable

- Advanced knowledge of Excel.
- Knowledge of online and offline Ukrainian communities, and how to engage them.

## Skills and Abilities

### Essential

- A passion for analytics, testing and optimisation.
- Comfortable changing direction at pace when information or priorities shift.
- Highly driven, and always aiming to achieve excellent results.
- Excellent communication and writing skills, with exceptional attention to detail.
- Budget setting and management experience.
- Ability to develop strong, positive and collaborative working relationships.

## Other

### Essential

- A commitment and empathy to the work and values of World Jewish Relief.
- Proactive, motivated and enthusiastic: contributes energy and a positive attitude.
- The ability to build effective working relationships with colleagues, partners, supporters and stakeholders.

### Desirable

- Working knowledge of Ukrainian with the ability to translate to / from English.

# Employee Benefits:

- 23 days holiday plus bank holidays and Jewish holidays. After 2 years' service holiday entitlement increases to 25 days.
- Pension scheme - we contribute 5% to the World Jewish Relief pension scheme.
- Life Insurance - up to 3 times salary to nominated beneficiaries.
- Health Cash Plan - cash back to cover the costs of dental treatment, optical care, specialist consultations and a range of complementary therapies.
- Enhanced maternity & paternity pay.
- Employee Assistance Programme - free, confidential advice or support with any personal or work-related concerns or free counselling if needed.
- Season ticket/travel to work loan.
- Cycle to Work Scheme.
- On Friday, the office closes at 3pm.
- We encourage flexible working and offer a range of flexible working options.

## Terms and conditions

**Salary** £35,000 - £40,000 pa dependent on experience, pro rata to 31 March 2025

**Contract** Fixed term contract to 31 March 2025

**Hours** Normal hours of work are 9:00 am to 5.30 p.m. Monday to Thursday and 9.00 am to 3.00 p.m. on Friday.

**Location** Hybrid working between our offices in NW2 and working from home.

## Safeguarding

World Jewish Relief is participating in the Inter-Agency Scheme for the Disclosure of Safe-guarding-Related Misconduct in Recruitment Process within the Humanitarian and Development Sector. We will therefore seek information about safeguarding-related misconduct (i.e. sexual exploitation, sexual abuse or sexual harassment) that a candidate has been found to have committed when we obtain references from successful applicants

## Equality, Diversity and Inclusion

World Jewish Relief promotes equality, diversity and inclusion in our workplace. We invite and welcome applicants from diverse backgrounds. We encourage applications from candidates of different ethnicities, socio-economic backgrounds, race, gender, age, disability, sexual orientation and of faith or none that meet the criteria set out for this role.

You don't need to be Jewish to work for us, but you must share our desire to assist those who need help based on their vulnerability, not their identity, recognising the dignity and potential of all people.



# How to apply::

Please upload your CV and a cover letter which answers the following questions:

- Why does this role appeal to you?
- Referring to the Job Specification, what skills do you have that will enable you to excel in this role?

**Closing date: 19th July 2024**

