

# Providing worldwide life-changing action



## Candidate Brief Pack

Digital Engagement Officer



We're an  
Age-friendly  
Employer

[worldjewishrelief.org](http://worldjewishrelief.org)

## 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 179,000 people in 19 countries worldwide with life changing interventions. All 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 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 179,000 people in 19 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 **Digital Engagement Officer** 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

We are looking for a proactive and ambitious Digital Engagement Officer to take responsibility of our UK and US websites and support the delivery of our email communications. Reporting to the Head of Marketing, you will play a key role in developing and optimising our website and email communications, supporting the Head of Marketing to build brand awareness and drive customer acquisition to generate sustainable long-term income.

You will be someone who naturally spots opportunities for improvement, thinks creatively, and uses data and insight to evolve our digital channels. With a hands-on and can-do approach, you will help strengthen engagement, grow our supporter base, and bring our mission to life online.



# Specific responsibilities

## Website Management & Content Updates

- Manage day-to-day updates across the UK and US websites using WordPress for content updates, imagery, navigation and site structure as needed.
- Build new landing pages and campaign pages.
- Maintain accuracy and relevance of content through regular checks with internal teams quarterly.
- Develop and maintain engaging website content that supports audience acquisition goals while effectively informing and retaining existing audiences.
- Monitor website performance, accessibility, core web vitals, and overall site health, raising issues with developers as required.
- Track and analyse website traffic, user behaviour, and conversions, reporting monthly to the Head of Marketing with plans for improvement.
- Implement SEO best practices and on-page optimisation.

## Optimisation & User Experience

- Take ownership of key digital user journeys (including donation, sign-up, and campaign journeys), identifying friction points and improving conversion across channels, with clear recommendations and action plans shared with the Head of Marketing.
- Lead A/B testing across digital channels (landing pages, journeys), using results to continuously improve performance.

## Email Marketing & Audience Engagement

- Lead the planning and delivery of email communications for UK and US audiences, aligning content to strategic priorities to engage existing donors and convert new supporters.
- Work closely with the Head of Marketing to develop and optimise automated email journeys (e.g. welcome, re-engagement and conversion), using segmentation and behavioural triggers to improve engagement and retention.
- Review and create fresh, engaging email content that reflects user needs and organisational priorities, working closely with the Senior Communications Officer to adapt messaging for email audiences.

## Fundraising platforms

- Manage our fundraising and event platforms working with the fundraising team for appeals and events, ensuring donation journeys are clear, user-friendly, and accessible.
- Support campaign set-up, testing, and launch.

## Collaboration & Admin

- Liaise with our website support provider to schedule updates or technical fixes.
- Ensure all digital activity meets GDPR, accessibility, and safeguarding requirements.

# The Person

You will be able to demonstrate the following:

## Knowledge and Experience

### Essential

- Proven experience in a digital engagement role, preferably in the non-profit sector.
- Proven expertise managing website content (WordPress or similar).
- Proven expertise using Charity Digital & Virtuous (or similar email platform)
- Demonstrates experience in writing compelling and effective copy to engage with specific audiences.
- Basic understanding of HTML/CSS.
- Strong understanding of UX principles, accessibility, and responsive design.
- Experience using analytics platforms (e.g. GA4, GTM).
- Ability to interpret data and use insights to report and guide improvements.
- Strong attention to detail and commitment to user-centered design.
- Excellent communication and stakeholder management skills, helping to translate content for digital channels.
- Strong organisational and project management skills.
- Understanding of GDPR, data privacy, and digital safeguarding.

### Desirable

- Experience working in the charity or non-profit sector.

## Skills and Abilities

### Essential

- Creative, innovative, and proactive mindset, wanting to explore new ways to improve our digital channels.
- Thrives in collaboration, supporting and working with the Head of Marketing and wider teams to bring ideas to life.

## Other

### Essential

- A commitment and empathy to the work and values of World Jewish Relief.

# 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

**Contract** Permanent

**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 Safeguarding-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

In addition to sending us an up-to-date CV, we would like you to write a covering letter which addresses the following question to help demonstrate your suitability for the role. Please explain your reasoning and draw on your experience where possible:

*Please provide a specific example where you have assessed the health of a website and describe the methods you used to analyse data and the actions you implemented as a result.*

**Closing date: Sunday 10th May**

