



Edgware & Hendon  
Reform Synagogue  
ק"ק לדור ודור

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## Communications and Marketing Manager

### Role Specification

#### Position Overview

The EHRS Communications and Marketing Manager role at Edgware and Hendon Reform Synagogue (EHRS) is responsible for developing, implementing, and overseeing all communication and marketing strategies to enhance EHRS's visibility, engagement, and impact within the community.

#### Liases with the following at EHRS:

- Membership Engagement Lead (core colleague for this role)
- Rabbis, Cantor and Programmes Team
- Administration Team
- Trustee(s) responsible for marketing and communications

#### Line management:

- Role will report to a member of the Clergy Team alongside a member of EHRS's Council

### Key Responsibilities

#### Strategic planning, implementation and measurement

- Develop, execute, and regularly review comprehensive communication and marketing strategies aligned with EHRS's mission and goals
- Collaborate with EHRS programming and administrative teams to ensure communications and marketing are integrated into all activities
- Establish and track key performance indicators (KPIs), analysing effectiveness and suggesting improvements
- Report regularly on the impact of marketing and communication initiatives.

Senior Rabbi: Mark Goldsmith MA  
Rabbi Debbie Young-Somers MA  
Rabbi Tanya Sakhnovich MA  
Cantor Tamara Wolfson MA  
Presidents: Peter Weber and David Gilmore



## Brand and content management

- Support the staff and volunteers of EHRS to drive EHRS branding adherence
- Work with the staff and volunteers of EHRS to maintain consistency in messaging and visual identity across all communication channels
- Drive EHRS branding adherence and maintain consistency in messaging and visual identity across all channels
- Oversee the creation and distribution of key EHRS publications (e.g., weekly emails, bi-monthly magazine, event materials, annual reports)
- Manage digital assets, including photos and videos, for use across various platforms
- Review the effectiveness of EHRS publications and suggest improvements

## Digital presence and social media

- Oversee and manage the EHRS website, ensuring content is up-to-date, accurate, and effective
- Review, update, and implement EHRS social media guidelines and policies
- Create and curate digital and social media content and campaigns across relevant platforms
- Train colleagues in using the content management system and adhering to social media policies

## Event promotion and community engagement

- Enhance communication, cohesion, and collaboration between the members of the EHRS staff team, committees, and groups
- Work closely with the clergy, programmes and administration teams, and council and committees to align communications with community needs
- Work with the staff and volunteers of EHRS to tailor media, messaging and outreach strategies for different events, audiences, and demographics
- Support the delivery of engaging events and present at these throughout the year to effectively communicate what has been achieved

## External relations

- Develop and maintain relationships with relevant media outlets, including Jewish news publications
- Create and distribute press releases on EHRS events, job vacancies, and matters of interest
- Represent EHRS in external communications to safeguard its integrity and reputation

## Budget management

- Manage relationships with external suppliers, such as graphic designers and printers, ensuring cost-effectiveness and quality of work
- Work within set marketing and communications budget and obtain appropriate approval for expenditure
- Oversee advertising for publications, including outreach to potential advertisers and maintaining relationships with regular advertisers



# Person Specification

## Essential skills

- Excellent written and verbal communication skills
- Understanding of community-based, multi-demographics organisations and ability to tailor communications accordingly
- Strong team-working skills with the ability to collaborate effectively with staff and volunteers
- In-depth knowledge of digital marketing, including social media trends, platforms, and analytics
- Proficiency in content management systems, email marketing platforms, and basic graphic design software (e.g., Canva, Mailchimp, Adobe Creative Suite etc.)
- Organisational and project management skills, including the ability to manage multiple projects simultaneously
- Creativity and innovation in developing marketing strategies and content
- Analytical skills to evaluate the effectiveness of communication strategies
- Ability to work within budgets and manage relationships with external suppliers

## Desirable qualifications and experience

- Degree or other qualification in marketing, communications, public relations, or a related field
- Previous experience in a similar role within a community or non-profit organization
- Understanding of Jewish traditions and Reform Judaism

## Personal attributes and competencies

- Passionate about EHRS's mission with a commitment to its values
- Adaptable, proactive, and self-motivated
- Empathetic and sensitive to the needs of a diverse community
- Detail-oriented with a keen eye for quality and consistency
- Strong leadership and stakeholder management skills
- Cultural sensitivity and awareness
- Commitment to continuous learning and professional development

## Salary and process

- The salary offered for this position is between £30,000 and £40,000, depending on experience
- The selection process will be a review of your submitted CV and cover letter, followed by two interview rounds for candidates shortlisted after each stage.

If you are interested in applying for this position, please send your CV and cover letter to [neil.flash@ehrs.uk](mailto:neil.flash@ehrs.uk) (EHRS Trustee)

**Date of preparation:** 21 October 2024

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