

Providing worldwide life-changing action



Candidate Brief Pack

Data and Comms Associate



usa.worldjewishrelief.org

About World Jewish Relief

World Jewish Relief is an international humanitarian agency based in London, UK. Founded in 1933 and proud to have rescued over 65,000 Jews fleeing the Nazis, today World Jewish Relief supports vulnerable people from marginalized communities. We currently work in 23 countries and our impact is both global and local: delivering relief in the aftermath of a disaster, supporting farmers in climate resilience, addressing poverty and empowering economic independence for women and girls in particular. Discover our story in this **five minute video**.

World Jewish Relief USA is a newly created nonprofit (501c3) incorporated in the state of New York. Led by Executive Director Rabbi Dina Brawer, it seeks to expand World Jewish Relief's reach and delivery of critical services through new philanthropic partnerships in the US.



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

Paul Anticoni, Chief Executive



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The Role

WJR USA is hiring an innovative and hands-on staff member to support the Executive Director in developing the new nonprofit infrastructure and presence in the US, working closely with staff based at World Jewish Relief's headquarters in London, UK. The postholder will report directly to the Executive Director.

This role is envisaged as working from home, based in ET time-zone within working hours that allow for overlap with the UK based team and the Boston based Executive Director. It is a part-time role with the potential to grow into a full-time position in the future as the organization continues to expand.

This role covers three key areas:

- 1. Data Management:** Working to a plan agreed with the Executive Director, the postholder will be responsible for donor data management using a dedicated CRM. This includes gift stewardship (including thank you letters and personalized donor communications), implementation of digital fundraising campaigns and producing all associated reports.
- 2. Communications & social media:** Agreeing approaches with the London-based WJR Communications and Marketing team, the postholder will adapt materials to the US audience and implement all communications activity. This includes establishing and growing WJR USA's social media presence in line with our established brand and strategy, and ensuring the USA website is kept up-to-date with the latest campaigns and blogs.
- 3. Admin support:** We are a small team and in addition to general day to day admin, support will also be needed with the following: taking board minutes, drafting/editing correspondence or funding proposals, assisting with the planning of in-person events and any other tasks necessary to maintain good organizational standing.

The ideal candidate for this position will be resourceful and creative with strong writing and editing skills. They will be adept at establishing and maintaining good working relationships with colleagues and external contacts, able to use their initiative, plan well ahead to meet deadlines in good time, be flexible, responsive and able to pivot as needed. They will be motivated by WJR USA's important humanitarian mission and keen to help extend our impact. The ideal candidate will be rooted in an understanding of the US audience and the US Jewish community, generative to the local calendar, proactive to engage communities and responsive to opportunities in real time as stories and news develop.

Specific Responsibilities:

- Understand what World Jewish Relief does, how it works, its critical processes and communications plans and objectives, and how WJR USA works with the various teams in London. Get to know the London-based Communications and Marketing, and Fundraising teams and establish good working relationships and regular meetings with all key contacts.
- Implement social media, email and website campaigns based on the WJR strategy and materials developed by WJR Communications, Fundraising and Event teams based in our London Headquarters. Attend remote meetings with UK colleagues on behalf of WJR USA, agreeing approaches for the USA audiences to complement the work of UK teams.
- Adapt materials devised by the London team and edit or create content for email initiatives and campaigns, as necessary to suit the USA context and resonate with US audiences.
- Launch donor and stakeholder communication and maintain up-to-date donor contacts.
- Liaise with London Comms team to manage overall messaging, strategic communications, and marketing for WJR USA agreeing metrics for success across digital media, including website, email, social media, and printed material.
- Working to a timetable agreed with the Executive Director, publicize blogs, news, and programs in a timely, accurate, cohesive, uniform manner; maintaining a comprehensive editorial calendar/schedule to monitor and maintain balance of frequency and timing of WJR USA communication.
- Liaise with London team to ensure the information on WJR USA website is current and accurate, requesting any necessary edits to be implemented by the digital team.
- Manage WJR USA social media accounts and proactively work with the ED to adapt social media content to US audience.
- Track, interpret and report to the Executive Director as required on data analytics and provide recommendations for new strategies.
- Serve as brand ambassador, liaising with in house graphic design team and outside vendors as needed.
- Any other reasonable duties.

The Person

You will be able to demonstrate the following:

Education and Qualifications

Essential

- Bachelor's degree or equivalent.

Knowledge and Experience

Essential

- Minimum of 2 years' relevant experience primarily in comms and donor data management.

Desirable

- Some experience in project management.

Skills and Abilities

Essential

- Strong interpersonal abilities and experience of maintaining positive working relationships with colleagues at all levels.
- A professional, flexible, entrepreneurial and resourceful attitude.
- Excellent oral and written communications skills and experience of tailoring messages to specific target audiences.
- Sound judgment, ability to think strategically and solve problems, and capable of managing multiple projects and tasks at one time.
- Strong attention to detail and experience of working to deadlines.
- Skilled in digital technologies, content management systems, social media platforms, and search engine optimization. Adept at learning new technology.

Desirable

- Experience with CRMs, WordPress and Google Analytics.

Other

Essential

- A commitment and empathy to the work and values of World Jewish Relief.
- Familiarity with Jewish holidays with a good understanding of the American Jewish Community.



Employee Benefits:

- 23 days holiday pro rata plus public holidays and Jewish holidays.
- 401k retirement savings plan - we contribute up to 4% of salary if you contribute 5%.
- Life insurance and state dependent short term disability insurance.
- Company sick pay and paid mental health days.

Terms and conditions

Salary c. \$45,000 - \$50,000 pro rata dependent on experience.

Hours Part time, 20 hours per week.

Location Remote, synchronous, based in ET time zone.

Equality, Diversity and Inclusion

World Jewish Relief USA is an Equal Opportunity Employer. It is the policy of World Jewish Relief USA not to discriminate against any applicant for employment, or any employee because of age, color, sex, disability, national origin, race, religion, veteran status, gender reassignment, marriage/civil partnership, pregnancy/maternity, or sexual orientation.

We invite and welcome applicants from diverse backgrounds. 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, recognizing the dignity and potential of all people.



Application Questions:

As part of your application, we ask you to demonstrate your suitability for the role by answering the following questions in your cover letter:

Why does this role appeal to you?

Referring to the Person Specification, what skills do you have that will enable you to excel in this role?

Closing date: May 3, 2024

