Marketing Communications Officer

We are looking for a full time Marketing and Communications Officer to join our kind hearted and active team at Jamyang London. Jamyang is open to a job share role or other flexible working approaches in order to find the right people for the team.

ABOUT US:

This is an exciting time to join Jamyang London Buddhist Centre (JBC). A highly motivated and competent team is being formed, at the core of which is an outstanding resident teacher, Geshe Tenzin Namdak. JBC is a dynamic centre in the heart of the city with a thriving programme to meet the diverse needs of its community: from traditional Buddhist teachings and rituals to a wide range of secular and community programmes. It houses the Courthouse Community Centre (CCC) and the headquarters of Science and Wisdom LIVE. It also has income generating businesses such as a bed & breakfast facility, room rentals and a café. Alongside a core team of bright and committed staff, it supports a community of live-in and non-residential volunteers.

ABOUT THE POSITION:

The MarComms Officer role at Jamyang is a diverse and fully rounded position which draws on many aspects of the comms field, from marketing and events to copywriting and visual design and email marketing and data analysis to name a few, in supporting Jamyang's education and community-based activities and endeavours in enterprise.

CORE RESPONSIBILITIES

Strategic Development – Responsible for developing a coherent marketing strategy with data-driven targets together with a clear communications calendar. Marketing and communications are the key dynamics in reaching new students, community members and partners at Jamyang. Taking a data driven approach towards achieving goals and aspirations within this field, with a particular focus on our digital channels, is an essential aspect of the role.

Digital Marketing – manage Jamyang's digital communication assets:

Email– managing the Jamyang communications calendar, planning insightful and engaging content, that turns inbox titles into clicks and engagement. Review of campaigns and analysis, is a key part of our email campaigns, as is managing our databases, ensuring we're communicating in the most effective way possible.

Social Media – effectively utilising our channels of Facebook, Twitter, YouTube and Instagram adding dimensions of community and life at Jamyang aids in providing a flavour of life at our Dharma Centre and directing content in line with our other marketing channels is vital in reaching new audiences. Making best use of social media advertising and maximizing opportunities such as Google Ad Grants.

Website – overseeing the maintenance of the website to maximize its relevance and impact and ensure its smooth functioning; managing online copy; setting the tone and creating lively and focused content, with a view on elements such as SEO is key to the success and growth of jamyang.co.uk. Event Calendar listings present

Jamyang's offerings to all and are a vital aspect of our marketing activities.

Onsite Marketing – The onsite communications at Jamyang rely on the vision of the comms officer; creating an innovative and forward-thinking matrix that engages, informs and inspires volition and chimes with our digital comms.

Graphics – design of our assets from posters and flyers to emails and web tiles is key to our brand identity and helps bring our communications work to life in a memorable and pleasing way.

Copy and content – Our Marketing officer takes the lead in creating engaging copy and storytelling for our community, taking ownership of the journey from brief and ideas, to creation proofreading and copy editing.

Development and new ideas – as our education program and events evolve, we're always looking for fresh marketing and communication ideas and tools to create interest and engagement. From onsite to digital and community based the marketing comms officer is the driver for new ways of working in the communication aspect of Jamyang.

Onsite and Experiential Marketing – manage Jamyang's tangible communication assets.

Community and Events – The Jamyang calendar is full of exciting community-based events, from book launches and gallery installations to Holy Day celebrations and seasonal activities. Our MarComms officer will be a key player in creating a family feeling of warmth and welcome, with planning and event management being key to the role.

Onsite Marketing – Traditional marketing tools, POS, posters, flyers etc at the centre continue to supplement our online activates, with our marketing officer connecting the dots between in-person and online.

REQUIRED SKILLS AND EXPERIENCE

- Successful track record of marketing/comms experience covering the areas of responsibilities
- Excellent track record of written communication
- Can demonstrate a great aesthetic eye
- Ability to do both strategic and hands-on execution/implementation
- Experience with MailChimp; WordPress; Google Analytics and Google Search Console
- Experience with audio/video (A/V) editing welcomed

DESIRED ATTRIBUTES

Versatility – being a small non-profit, candidates need to be able to operate at different levels, from high level strategic, to hands-on executional

Strategic and creative thinking – the world of non-profit combines big dreams and limited resources. To succeed requires team members who have the capacity to think creatively and be able to implement new solutions.

We request that each person make a sincere effort to treat other staff, volunteers, community members, retreaters and guests and students of JBC with compassion and generosity. With the awareness that we are all at various places along the path, we ask that each staff member make a sincere and concerted effort to put the Dharma into practice in all aspects of daily life including work so that we may create a peaceful, positive and caring work environment.

COMPENSATION AND BENEFITS

Hours of Work: The position is full time (35 hours per week) plus 25 days paid holiday per year plus bank holidays. It is based at Jamyang Buddhist Centre, on a regular schedule of Monday to Friday, with some evenings and weekends as required.

Remuneration: £20,930 per annum.

A key element of our recruitment strategy is an aspiration of equality, diversity, and inclusivity; we kindly welcome applications from people who identify as global majority, BPOC (Black or Person of Colour), LGBTQ+ and differently-abled. Jamyang Buddhist Centre is proud to be an equal opportunities employer and seeks diversity with respect to race, ethnicity, culture, religion, age, sexual orientation and physical ability

TO APPLY: Please email (add the subject line 'Marketing Application) your CV and Covering letter, outlining why you would be a great fit for the role, to Manager@jamyang.co.uk

Every candidate needs to demonstrate permission to work in the UK: we regret that JBC cannot help with work visas or immigration.

Deadline: send your application by **10 June.**

Your CV

A maximum one-page letter outlining why you're right for this role and this role is right for you.

Three references including full name, phone number, email address, and mailing address