**Masa UK Manager at UJIA**

**Job Description**

**August 2021**

**UJIA** is the focal point of the relationship between Israel and the UK Jewish community, serving the breadth of the Jewish community, irrespective of location or affiliation. UJIA nurtures lifelong, meaningful connections between the UK Jewish community and the people of Israel, impacting tens of thousands of lives, including a suite of opportunities to bring teenagers and young adults from the British Jewish community to Israel on a range of short-term and long-term programmes.

**Masa Israel Journey** offers young adults between the ages of 16 and 35 immersive, life-changing gap year, study, post-university, and volunteer experiences in Israel, connecting them to programmes that meet their interests, offering scholarships, providing expertise, and supporting them throughout the process. Masa is a joint project of the Government of Israel and the Jewish Agency for Israel. In the UK, UJIA is the gateway to Masa, where we work closely with the Union of Jewish Students who are the representative body for over 8,500 Jewish students studying in the UK and Ireland. By students, for students, UJS is the only peer-led Jewish student organisation, working with over 65 Jewish societies (J-Socs) on campus.

**Roles and Responsibilities:**

The primary aim of this role is to strategically develop and enhance Masa’s brand awareness through partnerships, digital marketing, and face to face recruitment in the UK, with the aim of increasing the number of fellows on Masa Programmes. This will involve:

- To proactively seek to form new, dynamic partnerships for Masa and maintain strong and effective relationships with existing partner organisations across the UK community, with particular attention to the partnership with the Union of Jewish Students (UJS)
- To work closely with Masa Alumni to increase exposure of the Masa UK brand
- To enhance product knowledge of the vast scope of programming offered to young adults under the Masa umbrella
- To support 16–35 year olds to find the right programme for them and support each Fellow through the process of getting to Israel
- To liaise with the Masa office in Israel and with UJIA to enhance targeted marketing and advertising materials as well as social media campaigns for a UK-based audience
- To work as part of a team committed to bringing 10,000 young British Jews to Israel within the next three years
- To develop creative local and global events aimed at sixth formers, students and young professionals with the aim of increasing engagement with the Masa brand and reaching its recruitment goals
- To ensure accurate data and analysis form the basis of regular reports on Masa activities and initiatives
- To provide an insight to the Global Masa team of potential development opportunities in the UK
- To provide crisis response and management to various issue arising from Fellows of Masa programmes, liaising effectively with Masa, UJIA, parents, Fellows and other key stakeholders
**Expectations:**
To be a brand ambassador and act in a manner that supports and enhances the reputation of our partner organisations and to work within the context of UJIA and Masa’s ethos, policies and procedures

- To be flexible with hours of work and assignments – urgent tasks may require working beyond formal office hours
- To understand the responsibilities of working as part of a team
- To serve a cross-communal user base, respecting and providing for a variety of individuals and organisations with diverse ideologies and beliefs
- To undertake professional training and development as appropriate
- The Masa UK Manager at UJIA is a part of the global Masa & UJIA teams, and will attend relevant global staff meetings
- To adhere to confidentiality and procurement procedures
- To support other UJIA initiatives as is required of all other UJIA team members and may be asked to contribute to Jewish Agency joint projects as agreed by all partners.
- To be comfortable working in a multi-organisational context and able to navigate multiple demands from different partners

**Desirable Criteria:**
- Experience managing social media and/or other marketing campaigns and strategies
- Excellent administrative skills
- Experience managing budgets
- Strong relationship-building skills with a proven record of relationship-building within the British Jewish community
- Experience of b2b and b2c sales and communication
- Experience using CRM systems
- IT skills and proficient in the use of Microsoft Office suite
- Fluent in conversational and written English, Hebrew a bonus.
- Ability to plan, initiate and prioritise own workload
- A positive and proactive working style with an ambitious, results-driven approach
- Ability to work sensitively with a broad range of organisations across the British Jewish community, with an understanding of their needs and priorities
- Understanding of the importance of maintaining confidentiality
- Familiarity with the work of the Masa, UJIA and UJS Programmes or experience of a Masa Programme as a fellow
- An understanding of the needs of 16–35-year-olds in the British Jewish community
- Full UK driving licence

**Organisational Position and Salary:**
The Masa UK Manager at UJIA is a full-time position that will report to the Head of Israel Journeys at UJIA and the Masa Director of Marketing and Sales and will be responsible to Head of Israel Journeys at UJIA. The salary for this role is £26-30k, commensurate with experience.

**Place of Work:**
UJIA head office, 1 Torriano Mews, London, NW5 2RZ and from home in accordance with UJIA’s Flexible Working Policy and Covid-19 policy. Occasional visits to UJIA’s regional offices in Manchester, Leeds & Glasgow as well as Fellows visits and recruitment events. Visits to Israel should also be expected.