

Position Title

Board team member with Killer Engagement and Marketing Skills

The Organisation

[Limmud Sydney](#) is part of a growing [international movement](#) beginning with Limmud in the UK over 35 years ago and now has over 80 Limmud groups in 41 countries around the globe.

The Sydney events are organised by the Shalom Institute and supported by a dedicated team of volunteers who coordinate the running of events. The Limmud movement is guided by a board of volunteers who set the strategic direction and future vision for the Limmud movement. It is one of the largest, most dynamic and impactful events in the Jewish community touching people of all ages and affiliations. The event features presenters from both overseas and around Australia who come together to offer an incredible variety of lectures, workshops, discussions and performances. Since the first Limmud Oz held in 1999 we have grown steadily with over 1000 people attending the last three Limmud Oz Sydney events.

The Role

We are seeking a marketing professional to join our board as a Voluntary Director to assist us in building our marketing program for future Limmud events.

Reporting to the Chairperson of the Board the key responsibilities of the role include:

1. Work with the Board and Shalom staff to create a marketing strategy to communicate the Limmud experience to the community with the aim of increasing volunteer, presenter and attendee numbers at future events (See notes below on the marketing strategy).
2. Work with the Board to assess the effectiveness of the marketing strategy to ensure Limmud is meeting its organisational objectives.
3. Provide mentoring to a small group of volunteers recruited by the board to transfer knowledge and skills to effectively implement the marketing strategy across subsequent Limmud events.
4. Create knowledge and skill development opportunities to enrich the experience of the volunteer and intern group.
5. Assist in articulating our value proposition to assist us in engaging external sponsors.
6. Participate in monthly Board meetings and general Board business as is appropriate.

Key inter-dependencies

The marketing strategy has many touch points with other strategies under development by the Limmud Board and Shalom Staff. The incumbent will have to consider these projects when developing the marketing strategy:

- The volunteer engagement strategy
- Shalom branding
- Shalom staff (particularly the marketing manager)
- Limmud Board & Marketing sub-committee
- Sponsorship strategy

Skills and experience sought:

A commitment to the values and programming of Limmud and an affiliation with the Jewish Community are required characteristics for this position.

Experience in the following areas would be well regarded:

- developing and implementing marketing strategies for organisations or projects
- evaluating and improving on marketing plans
- market segmentation and selecting target markets
- selecting communication channels to reach target markets within a budget
- mentoring the skill and knowledge development of volunteers or interns

If this position sounds like YOU please email us at limmud@shalom.edu.au with your CV and the top 3 things you would in your capacity as our engagement and marketing board member.

For more information please email: limmud@shalom.edu.au