

## Job Description: Deputy Director

Yachad is the pro-Israel pro-peace movement of British Jews. It was established in May 2011 and, during this time, has developed into a well-known organisation in the British Jewish community, providing both a voice for British Jews who support a two-state solution as the basis of a resolution to the ongoing conflict, and cutting-edge Israel education for the community, both in the UK and on the ground in Israel.

We are looking to recruit a dynamic self-starter as Deputy Director. The Deputy Director will lead on the communications strategy for the organisation, managing the public facing aspect of our work with our supporters online and the media, including mainstream UK media, UK Jewish media and Israeli media. The Deputy Director will also be responsible for communication with donors and funders, acting as an organisational spokesperson alongside other staff members, and line-managing members of the staff team.

The candidate will be responsible for both the strategy and delivery of the communications strategy and therefore must have experience of using a wide range of online platforms as well being prepared to learn how to use the various communications platforms the organisation uses.

Ideally the candidate will have been involved in Yachad's work, and will have a good understanding as the core issues that Yachad works on. The candidate must display commitment to the values of the organisation.

**Hours:** 5 days per week

**Start date:** Monday 5<sup>th</sup> February 2018

**Location:** Yachad offices in Kings Cross

**Salary:** £30,000-£40,000 dependent on experience

### Responsibilities

Task	Description
Development of the organisation's communication strategy	Working with the Director to develop a communications strategy for the organisation
Managing Yachad's social media portfolio	Taking primary responsibility for developing Yachad's online presence through Facebook, Twitter and other social media platforms
Managing and maintaining Yachad website	Working with the Yachad team to ensure the website is up-to-date and communicates a clear message to users and supporters

Managing donor communications	<p>Working with the Director to manage all donor communications including:</p> <ul style="list-style-type: none"> <li>• Identifying funding opportunities and drafting of funding applications</li> <li>• Creating donor materials and building a communications strategy for donors</li> <li>• Maintaining regular contact with donors and ensuring their participation at donor events</li> </ul>
Managing supporter communications	Building and sending all supporter communications through our email tools
Managing digital campaigns	<p>Managing all areas of Yachad's digital campaigning including:</p> <ul style="list-style-type: none"> <li>• Recognising opportunities for the organisation to engage in campaigns in line with our strategy</li> <li>• Communicating to our supporters about current campaigns</li> <li>• Building and developing Yachad's campaigns online through the Engaging Networks programme</li> </ul>
Press management	<p>Identifying opportunities for Yachad to engage with the press:</p> <ul style="list-style-type: none"> <li>• Drafting of all press releases</li> <li>• Acting as the initial liaison between the press and the organisation</li> <li>• Ensuring that our social media platforms and campaigns are used in a manner that can garner the attention of the press</li> <li>• Drafting copy for publication in the media</li> </ul>
Line-management	Taking up line-management responsibilities as agreed with the Director
Spokesperson responsibilities	<ul style="list-style-type: none"> <li>• Acting as the organisation's spokesperson where necessary, including at events and in the media</li> </ul>
Other tasks	<ul style="list-style-type: none"> <li>• Performing other tasks associated with a communications strategy</li> <li>• Performing any other duties required by the organisation such as helping with mail outs, office tasks, representing Yachad at public events etc.</li> <li>• Any other reasonable tasks as requested by the Director</li> </ul>

Skills and experience required:

**Experience:**

- Experience of writing and implementing aspects of an organisational strategy
- Experience of communicating with supporters, donors or other key organisational stakeholders
- Experience of working with a wide range of online platforms
- Experience of drafting copy for the purposes of public engagement
- Experience of managing relationships with key stakeholders (this may or may not include the press)
- Experience of line-management
- Experience of speaking in public to a diverse range of audiences

**Skills:**

- Ability to use social media platforms, including, but not exclusively Twitter, Facebook and Instagram
- A self-starter, able to take initiative and work independently on new projects
- Good organisational skills
- Excellent written and oral communication skills
- Good interpersonal skills and ability to work well as part of a team and with other volunteers and activists
- Ability to use, or to learn quickly how to use, complex communication and campaigning platforms and tools such as Engaging Networks, Blue Stage Digital etc
- Ability to edit websites and write basic HTML and CSS code if required

**Knowledge and values:**

- Good understanding of the work of Yachad
- In depth understanding of the Jewish community
- Commitment to the values of Yachad
- Good understanding and knowledge of the Israeli-Palestinian conflict
- Willingness to get involved in a broad range of work beyond the scope of the job description

**To apply:** please send a copy of your CV and a covering letter of no more than two pages to [andie@yachad.org.uk](mailto:andie@yachad.org.uk). The closing date for applications is **5pm on Monday 9<sup>th</sup> October 2017**. Interviews will take place week commencing 16<sup>th</sup> October 2017.