

Job Description: Director of Communications

The leading Israel-Palestine pro-peace advocacy movement of British Jews, Yachad, is looking to recruit a Director of Communications to join our team in order to lead our communications strategy. The successful candidate will be directly involved in driving forward our campaigns and political work. This is a great opportunity for someone who is passionate about Israel-Palestine and has good experience in communications, advocacy and campaigning.

About Yachad

Since 2011 Yachad has worked in the Jewish community to ensure there is vocal support within Anglo-Jewry for a political resolution to the Israel-Palestine conflict and an end to occupation. There are two key elements to Yachad's work. The first is community engagement, which includes educational programmes aimed at raising levels of awareness within the community about the conflict and holding communal organisations to account over how they represent the views of members of the Jewish community in relation to the Israel-Palestine conflict. The other aspect is the public facing work we do with the media and political stakeholders to ensure that the active support that exists within the community for resolution to the conflict is adequately heard by decision makers.

About the post

We are looking to recruit a Director of Communications to be part of our dynamic team. The Director of Communications will be responsible for overseeing Yachad's communications and helping to maintain and build our public profile through our campaigning and advocacy work. Reporting to the Director, the post holder will oversee communications with the different stakeholders that we engage with. This includes activists and donors, media (mainstream and Jewish media), parliamentary and political contacts, and our partners in the region. They will work with the Director to develop and implement Yachad's advocacy campaigns, leading on the delivery of campaign communication strategy. The post-holder will, alongside other staff members, act as an organisational spokesperson.

The post holder will be responsible for both the development and the delivery of Yachad's communications strategy, and therefore must be experienced and happy using a wide range of social media platforms as well as being prepared to learn how to use the various digital engagement platforms the organisation uses, in particular Engaging Networks.

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

Location: The post is based at the Yachad offices which will be shortly relocating to Kentish Town, however a mix of home-working and office working is also possible. Yachad is currently operating an entirely work-from-home policy until Covid-19 guidance changes

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

Start Date: December 1st, or as close as possible to this start date.

Responsibilities

Task	Description
Development of the organisation's communication strategy	Developing the organisation's overarching communication's strategy
Managing Yachad's social media portfolio	Taking primary responsibility for developing Yachad's online presence through Twitter, Facebook, Instagram and other social media platforms
Managing supporter communications	Building and sending all supporter communications through our email tools, social-media and printed materials
Communicating with, and supporting development of a strategy to engage with MPs and political stakeholders	This includes: <ul style="list-style-type: none">• Inviting MPs and other relevant stakeholders to events• Identifying opportunities for us to engage with MPs including drafting relevant parliamentary questions• Monitoring parliamentary activity on Israel-Palestine• Writing briefings for MPs
Managing digital campaigns	Managing all areas of Yachad's digital campaigning including: <ul style="list-style-type: none">• Recognising opportunities for the organisation to engage in campaigns in line with our strategy• Communicating to our supporters about current campaigns• Building and developing Yachad's campaigns online through the Engaging Networks platform

Supporting donor communications	<p>Working with the Director to deliver donor communications including:</p> <ul style="list-style-type: none"> • Creating donor materials and building a communications strategy for donors • Maintaining regular contact with donors and ensuring their participation at donor events <p>This may also include helping to draft funding applications and donor/grant reports</p>
Press management	<p>Identifying opportunities for Yachad to engage with the press:</p> <ul style="list-style-type: none"> • Drafting of all press releases • Acting as the initial liaison between the press and the organisation • Using social media to garner the attention of the press • Drafting op-eds and blogs, as well as ghost writing on behalf of other members of the organisation and partners
Managing and maintaining Yachad website	<p>Working with the Yachad team to ensure the website is up-to-date and communicates a clear message to users and supporters</p>
Spokesperson responsibilities	<ul style="list-style-type: none"> • Acting as the organisation's spokesperson where necessary
Other tasks	<ul style="list-style-type: none"> • Performing other tasks associated with a communications strategy • Performing any other duties required by the organisation such as helping with mail outs, office tasks, representing Yachad at public events etc. • Any other reasonable tasks as requested by the Director

Skills and experience required

Experience:

- At least five years' experience working in a professional and/or voluntary capacity with organisations that are engaged in advocacy and campaigning
- Experience of delivery of elements of a communications strategy
- Experience of drafting press releases and opinion pieces for publication

- Experience of communicating and managing relations with diverse groups of stakeholders including supporters, donors and parliamentarians.
- Experience of working with a wide range of digital platforms
- Experience of drafting copy for campaigning and fundraising purposes
- Experience of speaking in public to a diverse range of audiences

Skills:

- Ability to run highly scrutinised social media accounts on various platforms including 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 or Blue Stage Digital
- Ability to edit websites and write basic HTML and CSS code is desirable

Knowledge and values:

- Good understanding of the work of Yachad
- Knowledge of the UK parliamentary process is a significant benefit
- Knowledge of Jewish and mainstream media landscape
- In depth understanding of the Jewish community
- Commitment to the values of Yachad
- Good understanding and knowledge of the Israeli-Palestinian conflict
- Knowledge of Hebrew is desirable
- Willingness to get involved in a broader 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 hannah@yachad.org.uk. The closing date for applications is **5pm on Friday 16th October 2020**. Interviews will take place week commencing Monday 19th October and will be held via Zoom.