



## **Job Description**

### **Copywriter / PR Manager (Full-time)**

<b>Based</b>	JNF London Office
<b>Reporting to</b>	Head of Marketing
<b>Internal points of contact</b>	Marketing Team, Fundraising Team, Legacy Department, CEO, Board of Trustees, Israeli Team
<b>External points of contact</b>	Newspapers, journalists, project representatives,

#### **MAIN PURPOSE OF THE ROLE**

To develop and deliver engaging content to raise awareness about the work of JNF UK in Israel across a number of online and offline channels.

To ensure JNF UK communicates its aims, objectives and activities as effectively as possible, both internally and externally. The post holder will work alongside the Head of Marketing and other members of the JNF UK team to deliver a comprehensive communications strategy, maximising press coverage and public engagement to raise the profile of the charity.

#### **KEY AREAS OF RESPONSIBILITY:**

- Produce engaging copy across a number of online and offline channels for JNF UK appeals, campaigns and publications e.g. newsletters, annual reports, event leaflets, social media posts and project information booklets

- Letter and speech writing for various events and official reports
- Liaising with the projects team to keep up-to-date a bank of stories, photos and videos for use across communication channels
- Research, draft and distribute lively and engaging media releases, articles and opinion pieces to the Jewish and wider press
- Build relationships with journalists and key influencers
- Monitor and evaluate PR coverage
- Regularly review JNF UK website – ensure content, context, grammar, flow and consistency of information is up to standard
- First point of contact for JNF UK staff to check and advise on content and copy of written materials they wish to produce
- Assist other departments as necessary

**The ideal candidate will have:**

Skills	Essential	Desirable
Excellent copywriting, editing and proof-reading skills	✓	
Strong storytelling skills with the ability to adapt content for different audiences across different channels	✓	
PR experience	✓	
Previously worked for a charity in a similar role	✓	
Good oral communication skills	✓	
Passionate about Israel	✓	
Strong attention to detail	✓	
Good organisational and planning skills with an ability to multitask and meet deadlines	✓	
Creative with a good eye for detail	✓	
A strong team player, who thrives in a collaborative setting and works well within a busy environment	✓	
Proven experience of building and maintaining positive relationships with key stakeholders	✓	
Tactical understanding of all primary social media platforms		✓
Hebrew speaker		✓

**NOTES:**

1. This Job Description only indicates the main duties & responsibilities of the post.
2. It is not intended as an exhaustive list.

3. **JNF UK reserves the right to amend this Job Description from time to time according to business needs.**
4. **Any changes will be confirmed in writing.**
5. **Please note: you share with JNF UK the responsibility for making suggestions to alter the scope of your duties and improve the effectiveness of your post.**

Please sign, print your name, and date below to indicate your acceptance of this Job Description.

**Signature:**.....

**Name:**..... **Date:** .....