



Job Description

Public Relations and Social Media Manager

Based	JNF London Office – full time role
Reporting to	Head of Marketing
Internal points of contact	Marketing Team, Fundraising Team, Legacy Department, CEO, Board of Trustees, Israeli Team
External points of contact	Newspapers, journalists, internal project representatives, external JNF UK team, design and print agencies

MAIN PURPOSE OF THE ROLE

To develop and deliver engaging multi-tiered messaging and content to raise awareness about the work of JNF UK in Israel across a number of online and offline channels to drive revenue and increase brand awareness.

JNF is looking to extend and grow the exposure of the JNF brand and their work in Israel to a younger and new audience (hence the importance of social media) whilst maintaining their current position using traditional marketing (press, newsletters).

This is key role to elevate and accelerate communication of JNF UK aims, objectives and activities as effectively as possible, both internally and externally.

Working alongside the Head of Marketing and other members of the JNF UK team, the key objective will be to build and deliver a comprehensive over-arching omni-channel communications strategy to raise the profile of the charity and further optimise fund-raising, increase donation amounts and widen the audience engagement. This will need to encompass all channels including maximising print and the direct mail medium, e-comms (including newsletters), events, press coverage, social media exposure and general public engagement opportunities.

WHO ARE YOU?

We are looking for a passionate, innovative, proactive, commercially minded **Public Relations / PR and Social Media Manager** with proven experience in effective marketing and communications, management of strategies, driving business growth through the strategic development through the creation and delivery of omni-channel campaigns.

Creative and a problem-solver with the ability to deliver creative appeal messages alongside results-driven solutions, creating and delivering a consistent strategy and messaging through the understanding of methodology and engagement.

KEY AREAS OF RESPONSIBILITY:

- Alongside the Head of Marketing, brainstorm and lead the development and management of data driven marketing campaigns and content calendars, creating and writing compelling and content that is engaging and on brand for social media, website and blogs.
- Create successful social media campaigns (including copywriting and creative content) resulting in significant growth including growth of page views and following.
- Research requirements and produce engaging copy for online and offline needs and channels including appeal letters, speech writing, annual reports, newsletters, event leaflets, media releases, articles and opinion pieces, project information booklets, websites content, social media posts, blogs, project information and other required official statements.
- Build relationships with journalists and key influencers; monitor and evaluate PR coverage, creating a searchable database for article storage and review.
- Run, monitor and deliver monthly analytics; reporting, and monitoring for senior leadership and board level meetings.
- Monitor SEO and web traffic metrics, communicate with followers, respond to queries in a timely manner and monitor feedback / comments / engagement.
- Evaluate emerging trends and technologies and provide thought leadership for adoption.
- 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
PR experience across all media channels (digital, press etc including writing press releases and statements)	✓	
Excellent copywriting, editing and proof-reading skills	✓	
Strong storytelling skills with the ability to craft and adapt content for different audiences across different channels	✓	
Able to create monthly print and digital publications (including writing, editing and proofing) through a tactical understanding of all these platforms including but not limited to FaceBook, Linked In, Instagram, Twitter, TikTok	✓	
Initiating, developing, managing all website, social media and digital platforms to ensure content is up to date and relevant	✓	
Capability to create engaging and on brand creative content using creative tools e.g InDesign, Wordpress	✓	
Ability to understand and manage data, using analytics to report on performance, spot trends and optimise performance	✓	
Producing, sharing, delivering and presenting monthly analytics, reporting and monitoring for senior management (written format)	✓	
Proficient in office reporting and scheduling tools and SM platforms e.g. Google Analytics, Hootsuite, Word, Excel etc)	✓	
Commercially astute, with excellent planning, problem solving and project management skills.	✓	
Good organisational and planning skills with an ability to multitask and meet deadlines	✓	
Good oral communication skills with strong attention to 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	✓	
Previously worked for a charity or other commercial organisation in a similar role		✓
Passionate about Israel	✓	