

## Communications and Campaigns Officer

Working Hours:	35 hours per week. Occasional weekend, early morning and evening work required.
Salary:	£22,000-£25,000 depending on experience
Reporting To:	Senior Fundraiser
Location:	NIF Offices, Unit 2, Bedford Mews, London, N2 9DF

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### Position Overview

The communications and campaigns officer will be responsible for delivering a clear and confident message about the New Israel Fund's work in advancing democracy and justice in Israel. This role is divided into three key areas; digital communications, fundraising communications and programming communications. The communications and campaigns officer will also co-ordinate our formal media work, supporting the CEO who will lead in this area.

The post-holder will be line-managed by the New Israel Fund's Senior Fundraiser and will work closely with the Programme Director and Chief Executive. This is a broad, varied and fast-paced role, both creative and strategic, and a vital role within the organisation.

### Main Responsibilities

#### Digital Communications

- Maintaining and developing the organisation's website.
- Managing the organisations social media channels including Facebook and Twitter.
- Managing fundraising and awareness raising campaigns.
- Managing both design and content for the organisation's regular email communications.
- Data analytics.

#### Fundraising Communications

- Supporting the content, design and analytics for all direct marketing appeals and campaigns.
- Supporting on the development of fundraising literature including reports, proposals and marketing materials.

#### Programming Communications

- Supporting the Programming Director & New Gen Coordinator with online and offline marketing for all events.
- Creating printed materials for events.

#### Other

- Working closely with the CEO to co-ordinate the New Israel Fund's formal media work.
- Managing relationships with relevant suppliers.

The post holder will also be expected to contribute to the effective running of our busy office.

### Person Specification

#### **Skills**

- Excellent written and verbal communication skills.
- Good organisational skills and project management skills with the ability to assess, prioritise and manage a varied workload and competing priorities across a busy team.
- Strong interpersonal skills.
- Excellent attention to detail - ensuring the quality and accuracy of materials.
- Excellent IT skills including MS Office and databases.
- Experience of managing social media channels including Facebook and Twitter.
- Additional IT or visual design skills would be an advantage (InDesign, Photoshop, Illustrator)

#### **Personal Qualities**

- Enthusiasm and creativity.
- Self-starter – the post holder will need to be able to initiate and finish projects, working to deadlines and managing a variety of tasks. This will require the ability to take responsibility to complete tasks and to manage their time effectively.
- Positive and helpful attitude.
- Confident and clear communicator both within the office and externally.
- Ability to take 'ownership' of their key responsibilities and the resultant outputs.
- Strong relationship skills.

#### **Expectations on Post holder**

- Affinity with the values and work of the New Israel Fund. There are no particular expectations about knowledge of NIF's work in Israel, though the post-holder should have a desire to learn more about NIF's work and be passionate about communicating it.
- Attending events when necessary and generally contributing to the organisation of them (in line with expectations on other staff members).
- Being an enthusiastic and positive member of the NIF team.