



United Synagogue Job Description

Job Title:	PR and Communications Manager
Department:	Communications
Location:	North Finchley, London
Salary:	£31,000 per annum
Benefits:	20 days holiday, plus Statutory Bank Holidays & Jewish festivals when they fall on your normal working day Childcare Vouchers Auto enrolment Pension
Reports to:	Director of Communications
Hours:	35 per week Full time - 9 am to 5 pm Monday to Thursday; the office closes early on Fridays - 9 am to 3 pm in Summer months and 9 am to 1 pm on Fridays in Winter months

Job Purpose:

The purpose of this post is to identify, research and respond to PR stories within the organisation and to write, edit and distribute press releases, photos and stories on key issues, programmes and events. You will write articles for press and online and craft social media postings to engage our members and followers. You will also be responsible for writing and editing content across the United Synagogue's four websites with the technical support of our IT department.

You will have full responsibility for our PR planner, web content and the weekly 'You & US' email which goes out to more than 23,000 people. You will be responsible for the United Synagogue's presence on Facebook and Twitter and will help us build new communication channels through, for example, Instagram.

Key Tasks, Responsibilities of the post

- To lead on writing proactive PR stories and identifying these stories across the organisation.
- To work with colleagues to write positive press releases
- To write copy as required and within set deadlines and to proofread and edit others' copy
- To distribute articles and releases to appropriate media

- To update and manage the PR planner in a strategic way identifying when, where and what content should and should not go into the plan
- To plan social media postings and look at the strategic approach to Facebook and Twitter for The US including
- To work with local US communities to help them promote their news and push the importance of our local communities' news with the media
- To identify stories for, write, produce and manage the weekly 'You & US' email
- To respond to emails to the You & US 'editor'
- To manage the US website in a proactive way as well as responding to requests from colleagues. To ensure that any changes are in line with the strategic refresh and objectives of the organisation as a whole.

Generic other duties

You must:

- Be committed to the aims of the United Synagogue and act as an ambassador for the organisation.
- Comply with The United Synagogue's policies and procedures and code of expectations.
- Bring to the attention of senior staff any health and safety requirements which become obvious. In the event of any immediate danger, to take the appropriate action to reduce risk to physical danger to employees, members, contractors, volunteers, children, parents, visitors or staff.
- Work collaboratively with other colleagues across the organisation to ensure the United Synagogue can achieve its vision, mission and strategy.
- Undertake appropriate training as requested by your line manager in conjunction with the Human Resources Department. And be committed to own continuous professional development.
- Carry out any other reasonable duties as requested by the Chief Executive or other designated senior staff.
- Undertake such other duties that occasionally fall within the purpose of the post.
- Maintain high levels of discretion and confidentiality at all times.

This job description and person specification is not prescriptive; it merely outlines the key tasks and responsibilities of the post. The key tasks and responsibilities are subject to change. Any changes will be made in consultation with the post holder. This Job Description is subject to alteration in response to changes in legislation or The United Synagogue's operational procedures.

Person Specification

1. Experience

Essential:

- Substantial experience in one or more of PR, press relations, external affairs
- Experience of strategic planning PR/press relations or external affairs activity
- Writing press releases and/or articles or blogs and/or content for websites
- Familiarity with the UK Jewish community

Desirable:

- Working with mass distribution email systems such as MailChimp or Sign-Up.to
- Operating a website's content management system
- Experience leading successful social media campaigns
- Proven experience in managing multi-faceted campaigns and different people's priorities

2. Skills and abilities

Essential:

- Excellent writing, editing and proofreading skills including an ability to write promptly and fluently
- Excellent interpersonal communication skills
- Exemplary attention to detail
- Able to deal with conflicting demands and people's differing priorities
- Able to deal with challenging, high-pressured situations and people
- Proficient in use of social media platforms and an ability to take a strategic approach to this area
- Good knowledge of Jewish customs and practices
- Ability to multitask and prioritise accordingly
- Good decision-making skills
- Strong computing skills and substantial experience using Microsoft Office suite
- Ability to research effectively, to assimilate and articulate varied subject matters
- Ability and desire to work unsupervised and project manage own area of work, and deliver results within tight deadlines and objectives
- Ability and desire to work in a professional manner, developing effective working relationships with colleagues and Synagogue representatives at all times

Desirable:

- Ability to use a mass distribution email system
- Web content management system skills and web systems generally
- Ability to manage others effectively even when not a direct report
- Understanding of design software packages such as Photoshop or InDesign

3. Quality and operational standards

Essential:

- Ensure work is produced at a high standard and it meets the department's key performance indicators

- Report on key performance indicators to the Communications Director monthly