



## United Synagogue Job Description

<b>Job Title:</b>	PR and Communications Executive
<b>Department:</b>	Communications
<b>Location:</b>	North Finchley, London
<b>Benefits:</b>	20 days holiday, plus Statutory Bank Holidays and Jewish festivals when they fall on your normal working day Auto enrolment Pension
<b>Reports to:</b>	Director of Communications
<b>Hours:</b>	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 write and distribute press releases and photos on key issues, programmes and events. You will write articles for press and online and pitch arresting stories covering different parts of the United Synagogue. You will craft regular, engaging content on our social media channels to engage our members and followers. You will also be responsible for editing content across the United Synagogue's website and preparing the weekly 'You & US' email which goes out to more than 20,000 people. There is scope for the role to develop as the successful candidate gains experience.

### 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
- To distribute articles and releases to appropriate media
- To update the PR planner to ensure we have strong content across our channels throughout the year
- To plan social media postings and respond to engagement
- 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 draft copy for the weekly 'You & US' email

- To manage the US website in a proactive way as well as responding to requests from colleagues

### **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:

- Experience in one or more of PR, press relations, communications, media and external affairs
- 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

### 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
- Proficient in use of social media platforms
- 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 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
- Experience using a web content management system

### 3. Quality and operational standards

#### Essential:

- Ensure work is produced at a high standard and it meets the department's key performance indicators
- Provide reports on key performance indicators for use in the monthly Directors' and Trustees' meetings