

## Digital Communications Lead

### How to apply

Please submit your CV with a covering note (no more than two sides) which sets out your suitability for the post. We welcome inclusion of examples of digital media content and campaigns you have worked on.

This should be sent to [info@uknif.org](mailto:info@uknif.org)

Closing Date for Applications: **12pm on Wednesday 19th May 2021**

Interviews will be held: **Monday 24th May and Tuesday 25th May 2021**

If you have any questions please contact Atira Winchester, Director of Programming and Content at E: [atira@uknif.org](mailto:atira@uknif.org), T: 0207 724 2266

### Accessibility

Please let us know if you have any special requirements which we might need to consider in relation to the recruitment process e.g. attending interview. Any requests *will not* be considered in the selection process.

## Digital Communications Lead

Working Hours: 35 hours per week. Occasional weekend, early morning and evening work required. We will consider applications for part-time, flexible hours or job share.

Salary: £25,000 - £30,000

Reporting to: Director of Programming and Content

Location: NIF Offices, Star House, 104 Grafton Road, London NW5 4BA

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### Overview

The New Israel Fund is the leading organisation advancing democracy and equality in Israel.

We are on the look-out for a purpose-driven social and digital expert to drive forward our ambitious plans to grow engagement with NIF's work amongst audiences in the UK.

As Digital Comms Lead you will be responsible for our end-to-end social media and digital channel process including content creation, strategy implementation, marketing, copywriting, analysis and reporting and evaluation of activity. Your work will span our fundraising, educational and campaigning activities.

### Duties and Responsibilities

#### **Social Media and Website Management**

- Evolve and develop our social media efforts in the context of our new digital strategy
- Manage the organisation's social media channels
- Run campaigns, paid and organic, to grow our online audience and fundraising
- Maintain and develop the website alongside our web developers

#### **Content Production**

- Plan, create and deliver compelling short form mobile first content to support our regular programme of content delivery
- Work with colleagues to create persuasive content that serves the needs of the charity
- Edit stories, publish and share content from NIF's global partners that builds meaningful connections with our audiences in the UK
- Produce newsletters and e-shots and support the development of fundraising literature and direct marketing appeals

### Reporting and Analytics

- Ensure appropriate measurement and monitoring is in place so that we know our digital efforts are having measurable impact
- Provide analysis and insight to colleagues
- Maintain awareness of social trends and innovations to inform NIF's plans and strategy

### To Succeed in This Role

- You will have instinct for great content that will achieve cut-through, be able to put this into practice and show a creative mindset
- You will be able to demonstrate an understanding of social media strategy, analytics and implementation
- You will show an in-depth understanding of social media platforms and formats
- You will have the confidence, communication skills and knowledge to advise NIF on how it succeeds digitally
- As a nice to have, you will be proficient at video and image editing
- You will be a voice of NIF on social media which will require a flair for copywriting and excellent written skills
- You will have an affinity with the values and work of the New Israel Fund