

Ner Yisrael Exec Roles - Role Profile

Role title

Ner Yisrael Exec Role - Communications Portfolio

Reporting line

Reporting to the Ner Yisrael Chairman

Role purpose

- Take the strategic lead on managing a range of all communication channels for the Ner Yisrael community (including: online digital, social media and offline)
- Develop an integrated approach to communication and engagement activities focussing on existing Ner Yisrael members, potential members and the wider local Jewish community.

Principal contacts

- Working with the Ner Yisrael Exec Board members and attending the monthly Exec meetings
- Ner Yisrael Office Team who have first line responsibility for maintaining the website and issuing regular communications
- Liaise with the Website provider (Shulcloud)

Key accountabilities

- To develop and execute the Ner Yisrael Communications strategy across:
 - Email communications, ad hoc and subscription lists
 - Website: www.neryisrael.co.uk
 - Social media: Ner Twitter and Ner Facebook accounts
 - Offline publications: Weekly Parsha sheet
- To take responsibility for the development and management of the Ner Yisrael website, including keeping content up to date and appropriate, making improvements to functionality and advising colleagues on maximising its potential.
- To devise analytical reports about the web area that can be used to inform our development of the website.
- To implement and expand a new social media strategy to raise the Ner Yisrael profile and market its activities to the local community
- To lead the creation, editing and publication of a Ner Yisrael Annual Report
- To set, monitor and forecast an accurate Communications Budget.
- To line-manage any Communications Volunteers
- To ensure sufficient Communications/website training and support are provided to the Ner Yisrael Office Team
- Carry out other general communications and marketing tasks that may arise in the Fundraising Team.

Tenure

- An elected role, subject to re-election every 2 years.

Qualifications

- Post holder will be a Full Member of Ner Yisrael