

**United Synagogue Job Description**

**JOB TITLE:** Director of Communications

**LOCATION:** Central Office – North Finchley

**SALARY:** Commensurate withprevious experience

**HOURS:** Full time i.e. 9.00 am to 5.00 pm Monday to Thursday, the office closes early on Fridays – 9.00 am to 3.00 pm in summer months and 9.00 am to 1.00 pm on Fridays in winter months

Regular travel to locations mostly within the Greater London area.

The jobholder must be available to work unsocial hours where required.

**REPORTS TO:**  Chief Executive

**RESPONSIBLE FOR:** The Communications and Marketing Team

**BENEFITS:** 20 days holiday, plus Statutory Bank Holidays

Jewish festivals when they fall on your normal working day

Childcare Vouchers

 Auto enrolment Pension

**JOB PURPOSE**

Develop and deliver the United Synagogue communications strategy and enhance engagement with our stakeholders through all forms of media, with a focus on key areas of the US agenda as it evolves.

**KEY TASKS, RESPONSIBILITIES OF THE POST**

The Director of Communications will develop and implement an all-encompassing Communications strategy for the organisation. This will cover communication to all major stakeholders including our members, US communities, Trustees and local lay leaders, Rabbinate and staff, the wider Jewish community, partner organisations and wider society. The strategy will be delivered through all appropriate channels including traditional press, broadcast and social media, websites, publications and peer-to-peer.

Key areas which must be strengthened include:

* Communicating how the US centrally and locally benefits its members, communities and the wider Jewish community.
* Reinforcing the role of the US as a major membership body including our increasing national role.
* Bringing to life the US ethos, vision, mission and values, and our position on matters of importance to the Jewish Community.
* Communicating with members of Tribe and potential adult members to encourage them to identify with and join the US.
* The organisation’s digital profile, accelerating our engagement through new media.
* Promotion of US central events, products, programmes and fundraising, and their impact, together with support to local communities where we can add value.
* Aligning messages at all levels in the US by achieving stakeholder consensus of communication campaign priorities

The post holder will:

* Proactively seek out opportunities to promote and share the US vision and agenda.
* Take a holistic approach to the US and its range of sub-brands, programmes, central and local activities.
* Manage Public Relations for the US, including the management of items relating to the US in the media both proactive and reactive, including crisis management.
* Build and maintain relationships with media – Jewish, national and international and communication leads in partner organisations to support implementation of the US Communications strategy.
* Maintain and deliver against a master production schedule for the communication needs and materials of the organisation.
* Contribute to overall US strategy development.
* Support all Central departments and major programmes, including Communities, Tribe, Young US, Development, Kashrut and Beth Din etc in their communication needs.
* Develop communication tools which can be shared with communities to support their needs.
* Ensure the production of articles, speeches & corporate messages for the United Synagogue representatives for both internal and external use.
* Maintain a watching brief on all relevant issues in the media, politics, civil society, other faith bodies and internationally pertaining to the US, the Jewish community and in particular to the US agenda.
* Proving coaching for any representatives from the US when required to engage with the media.
* Keep crisis communications plan regularly updated.
* Manage the reputation of the United Synagogue, its lay leaders, Rabbinate, staff and where appropriate key partners, seeking to strengthen the US brand’s integrity.
* Liaise with local community leaders to advise on high profile or sensitive community announcements.

The post holder will lead and manage the Communications and Marketing team, ensuring performance meets the needs of the Communications Strategy through clear measurable objectives agreed with the CEO. They will be responsible for managing the department’s marketing and PR support contracts and reviewing the ongoing needs.

In all of the above, the post holder will work closely with the CEO, fellow Directors, staff, Office of the Chief Rabbi, Trustees and key stakeholders as appropriate on all of the above.

**Generic Duties:**

* Committed to the aims of the United Synagogue and act as an ambassador for the organisation
* Comply with The United Synagogue’s policy 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/undertaking such other duties that occasionally fall within the purpose of the post
* Maintaining 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 and 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 the changes in legislation or The United Synagogue’s operational procedures

**Due of the nature of the work for which you are applying, this post is exempt from the provisions of Section 4(2) of the Rehabilitation Act, 1974, by virtue of the Rehabilitation of Offenders Act, 1974, (Exceptions) Order 1975**

**Accordingly, a valid and current enhanced Disclosure and Barring Service (DBS) certificate (formerly CRB) that is satisfactory to the United Synagogue will be required; please ensure that you complete the United Synagogue Application Form Part 2 appropriately**

**PERSON SPECIFICATION/KEY KNOWLEDGE & SKILLS**

* **BA or Masters’ degree in Communications, Marketing or Business or other relevant qualification/experience.**
* **Substantial experience within a similar role.**
* **A desire and aptitude for a role that balances Strategic and Operational responsibilities and management.**
* **A creative and proactive approach**
* **An understanding that this role will require availability out of normal office hours, for example, in managing issues in the media or to participate in US communal meetings and events.**
* **Extensive experience in a complex environment including** communications, marketing and reputation management.
* Significant experience of working at a senior level, researching, developing and implementing strategies and related procedures.
* A self-starter with a professional but approachable and consultative style and a ‘hands on’ and flexible approach to communications, PR and marketing.
* Excellent communication skills, both verbal and written, with the ability to liaise tactfully and assertively with all stakeholders and **proven ability to work with, gain the confidence of, and influence people at all levels.**
* Demonstrable ability to lead, manage and develop a team of staff.
* **Ability to work on own initiative and plan and organise own workload**
* **Customer focussed and driven on by fulfilment in reaching high standards/ quality.**
* **Flexible and pragmatic approach to problems and working practices but with good attention to detail.**
* **Empathetic and willing to use a range of communication skills to achieve goals**
* Discrete and professional in approach to dealing with confidential information or sensitive staff issues.
* Highly computer literate.
* Culturally aware and sensitive.
* **A good understanding of and empathy for faith-based organisations.**
* **A good understanding of the Jewish religion and culture preferably with the ability to read Hebrew.**
* **Understanding of the strategies, aims, objectives, and values of the United Synagogue.**

To apply for this position, please complete both Application Form 1 and 2 indicating which position you are applying for and email both forms along with your CV and Cover letter to hr@theus.org.uk. Please ensure your Cover Letter explains why you are suitable for the job advertised.