

JOB DESCRIPTION

POST	Communications Officer
SALARY SCALE	£9,080 - £11,800, depending on experience
CONTRACT TYPE	Permanent subject to a satisfactory 6-month probation period
TIME COMMITMENT	16 hours per week (2 days a week)
LOCATION	London, UK but temporarily home-based
RESPONSIBLE TO	Communications & Fundraising Manager and Executive Director
REPSONSIBLE FOR	The Foundation's digital & media communications

ABOUT THE GALILEE FOUNDATION

The Galilee Foundation is a London-based charity that was established in 2007 to support the Palestinian indigenous community in Palestine/Israel and recently the Occupied Territories. Our mission is to empower underprivileged Palestinian youth by giving them the tools and skills needed to become change-makers. We do this through our Scholarship Programme that provides educational, cultural, and capacity development. We also partner with grassroots civil society organisations that work in the fields of education and culture to increase their impact and sustainability, in order to empower Palestinian youth.

OVERALL PURPOSE

As we continue to grow in all aspects of our work, we are currently looking for a new Communications Officer to join the Foundation to help us grow our digital profile and raise income online. Reporting to the Communications & Fundraising Manager, this is a varied and exciting position that will manage the Galilee Foundation's online presence, and develop engaging content for our website, email marketing and social media. You will be a results-focused online marketer with excellent design and copywriting skills and a meticulous eye for detail. You will be excited by the opportunity to grow the Foundation's online presence and have a proven track record of increasing online engagement and income. You will bring with you the energy, expertise and drive to make your mark. If this sounds like a challenge you would relish, we want to hear from you.

JOB SPECIFICATIONS

This new role will support the delivery of the Galilee Foundation's fundraising and communications strategy, helping to build our digital profile and engagement. The role is critical to increasing our online fundraising, building our online audience and maximising the Foundation's digital impact. This role will support on a variety of fundraising acquisition, development and retention campaigns across a range of digital channels, as well as managing the Galilee Foundation website. You will have a strong understanding of the management of digital channels to meet the needs of external and internal stakeholders including SEO, supporter journeys and analytics. You will have the opportunity to work closely with senior staff and programme teams in our Palestine/Israel offices as well as attend training.

A full job description can be found below.

Deadline for applications: 18:00 (London) on Monday the 30th of November 2020.

Interviews: Be advised that we will be inviting candidates for interviews on a rolling basis.

Contact: Send a cover letter and CV to maha@galileefoundation.org.uk.

For more information about our work, please visit our website <https://www.galileefoundation.org.uk>.

COMMUNICATIONS OFFICER – JOB DESCRIPTION

DUTIES & RESPONSIBILITIES

<p>DIGITAL MARKETING CAMPAIGNS AND SOCIAL MEDIA</p>	<ul style="list-style-type: none"> ○ Work with teams across the organisation to deliver, measure and improve effective digital marketing campaigns. ○ Co-ordinate paid social media activity, with a focus on maximising engagement with new potential fundraising audiences. ○ Develop the Foundation’s PPC and SEO strategy, maximising the use of our Google Ad Grant , with support from external consultant. ○ Create compelling channel-specific social media content. ○ Source success stories and case studies from our programme teams in Palestine/Israel ○ Organise Content Library and plan Social Media Calendar ○ Track and report on digital performance providing insight and recommendations to senior staff
<p>ONLINE BOUTIQUE</p>	<ul style="list-style-type: none"> ○ Assist with sourcing products for the Foundation’s online boutique on Shopify. ○ Study insights from Shopify and relay information to Comms Manager and Exec Director/ Study Shopify suggestions and insights which items need improvement or perhaps need to be removed from inventory ○ Promote products from our online boutique onto our social media ○ Promote new items on social media and Mailchimp as they come in ○ Shopify training will be provided – it will be your responsibility to find the right training with support and suggestions given by the Comms Manager
<p>WEBSITE</p>	<ul style="list-style-type: none"> ○ Produce engaging content for the Foundation’s website ○ Offer technical support and training to others across the organisation in the use of the website content management system. ○ Project manage website developments and troubleshoot technical problems with external consultant. ○ Coordinate and delegate communications work with the Media & Outreach Consultant regarding Website updates and oversee/review. ○ Liaise with Google Ads Specialist regarding promotion of website ○ Liaise monthly/trimonthly with WordPress optimisation specialist
<p>FUNDRAISING CAMPAIGNS</p>	<ul style="list-style-type: none"> ○ Support fundraising teams in the development and delivery of email marketing campaigns. ○ Give updates to large individual donors on the impact of their support. ○ Assist senior staff with press outreach in the build up to events. ○ Develop and write copies for fundraising materials i.e. brochures. ○ Support staff with writing copies for fundraising newsletters.
<p>GENERAL SUPPORT</p>	<ul style="list-style-type: none"> ○ Act as an internal ambassador for the Galilee Foundation brand, promoting adherence to brand and style guidelines, striving for engaging, accurate, error-free copy every time.

COMMUNICATIONS OFFICER – JOB DESCRIPTION

	<ul style="list-style-type: none"> ○ Attend appropriate regional training and networking opportunities. ○ Support senior staff with yearly audit work. ○ Prepare documents and agendas for board meetings. ○ Record and file organisational expenses accurately and reliably. ○ Actively contribute to weekly and monthly team meetings. ○ Represent the Foundation’s values to supporters and stakeholders. ○ Carry out other reasonable duties as may be requested by senior staff.
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KEY COMPETENCIES

COMPETENCY	ESSENTIAL	DESIRABLE
Proven experience of developing and implementing digital marketing and communications campaigns across a range of channels.	<input checked="" type="checkbox"/>	
Proficient in design, including good working knowledge of Canva (or likewise)	<input checked="" type="checkbox"/>	
Experience of Customer Relationship Management (CRM) systems.		<input checked="" type="checkbox"/>
Experience of using Google AdWords and Google Analytics to engage with online audiences and monitor performance.	<input checked="" type="checkbox"/>	
Evidence of building an engaged social media following.	<input checked="" type="checkbox"/>	
Ability to prioritise, multi-task and work well under pressure.	<input checked="" type="checkbox"/>	
Experience of delivering targeted online campaigns to support fundraising objectives.	<input checked="" type="checkbox"/>	
Familiarity with MS Office 365	<input checked="" type="checkbox"/>	
Experience of editing and proof-reading to ensure content is on brand, accurate and error-free.	<input checked="" type="checkbox"/>	
Experience of developing and managing website content management systems.	<input checked="" type="checkbox"/>	
Ability to build effective relationships with colleagues and work collaboratively to achieve common goals.	<input checked="" type="checkbox"/>	
Evidence of ability to drive personal learning and keep up to date with digital developments.	<input checked="" type="checkbox"/>	
Ability to work well in a small busy team	<input checked="" type="checkbox"/>	
Skills in photography, filming and video editing.		<input checked="" type="checkbox"/>
A genuine desire to support underprivileged and minority groups.	<input checked="" type="checkbox"/>	
A commitment to upholding the Foundation’s vision and values.	<input checked="" type="checkbox"/>	
Arabic language skills.		<input checked="" type="checkbox"/>

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