

## MARKETING & COMMUNICATIONS MANAGER

### **About SNS:**

Solutions Not Sides is an education programme on the Israeli-Palestinian conflict that exists to provide humanising encounters, diverse narratives and critical-thinking tools in order to empower young people with the knowledge, empathy and skills to promote dialogue and conflict resolution, and to challenge prejudice in the UK. We run workshops in British secondary schools and communities across the UK providing teenagers face-to-face encounters with speakers from Palestine and Israel. In these workshops, attitudes are shifted away from supporting one side against the other and towards seeking solutions. Our workshops enable young people to find a place of solidarity and common ground, while developing the capacity to embrace and celebrate diversity, and the skills to navigate difference and conflict.

### **Rationale:**

This is an existing role within the SNS team. SNS is recruiting for it because the current staff member is moving on after seven years in the organisation.

### **The role:**

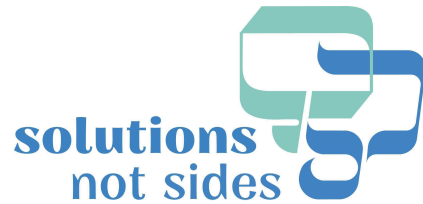
Start date: 6 May 2024

Closing date for applications: 19 April 2024

- Contract: Permanent, full-time
- Focus of role: Responsibility for running the organisation's media, social media, website and communications
- Remuneration: £28,000-£36,000 pa, commensurate with experience
- Notice period: 2 months
- Home & Office Hybrid/Flexible Role

### **Overview of role**

- Work with the leadership team to ensure there is a clear understanding among online audiences and the general public of SNS' mission and objectives
- Responsible for the design and implementation of media, social media and e-marketing strategy under direction of the Deputy Director
- Monitor online interactions and discourse about SNS, and work with the Executive Director to safeguard the reputation of SNS
- Communicate with general supporter network



- Social media checking, monitoring & moderation

This position requires someone who will be creative and help promote the mission and strategy of the organisation, and who can discern and navigate politically sensitive issues, being savvy in their choice of social media posts and interaction.

### **Tasks**

#### **- Promoting SNS:**

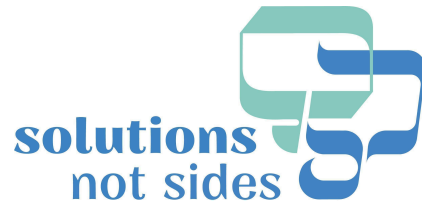
- Lead on implementation of marketing activities designed to raise the profile and expand awareness of SNS, particularly among potential supporters, policy makers and the media
- Support Youth Leadership and Education Directors on activities designed to raise awareness of SNS in communities and schools
- Work with the Senior Leadership Team on development of all messaging, branding, and materials
- Advertise on social media and via other organisations' platforms all SNS events and school sessions
- Design and produce brochures about SNS
- Produce audio-visual media for promotion

#### **- Social media:**

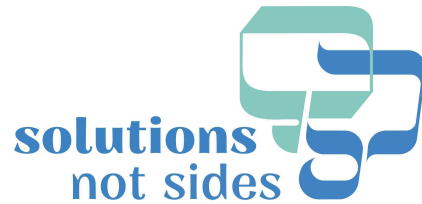
- Lead on social media strategy, branding, and online 'identity' of SNS, ensuring political impartiality
- Undertake daily social media posts, taking into account religious festivals, Israel-Palestine events etc.
- Run online campaigns
- Run Instagram takeovers
- Respond to direct messages on social media
- Produce social media reports for team
- Increase the SNS online profile and number of followers
- Run fundraising social media campaigns
- Responsible for in-house graphic design

#### **- Media:**

- Initiate, produce, and edit articles for publication
- Monitor and filter press inbox
- Create and maintain photo databases



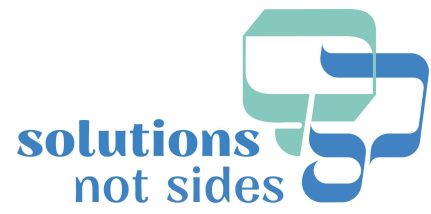
- Brief senior leadership on media opportunities
- Work with Executive Director to liaise with press consultants
  
- **Media monitoring:**
  - Ensure the weekly news update is compiled and sent out
  - Keep team briefed on key news events in the Middle East
  - Responsible for social media checking, monitoring and moderation
  
- **Communications:**
  - Responsible for general communications working closely with the Youth Leadership and Education Directors
  - Manage and distribute SNS news emails for supporters
  - Manage SNS supporter mailing lists
  - Responsible for comms for online fundraising campaigns
  - Issue thank you letters for minor donors
  - Attend and speak at events promoting SNS e.g. community fundraisers
  
- **Website and online security:**
  - Manage the SNS website including maintenance, content development etc.
  - Continually update the resources platform for teachers and community leaders with content provided by leadership team, including weekly link to news update
  - Manage online donations platform
  - Manage the SNS blog, collating content from various contributors
  - Manage password-secure systems for all online activities
  - Implement procedures and techniques to avoid malware threats and ensure internet security for the organisation
  
- **Human Resources:**
  - Line managing Comms Intern
  
- **Evaluation:**
  - Ensure that appropriate evaluation measures are in place for all campaigns
  
- **Other:**



- Carry out any other duties to support members of the team commensurate with the general level of responsibility of the post

**Person specification**

<b>Knowledge/skills:</b>	<b>Essential/desirable</b>
Understand the requirements of marketing to the education sector	<b>Essential</b>
Knowledge of running and updating a website	<b>Essential</b>
Understand the political and religious sensitivities on both sides around discussion of the Palestinian-Israeli conflict in the UK	<b>Essential</b>
Knowledge of running social media apps for an organisation/company (Instagram, X, FB, TikTok)	<b>Essential</b>
High quality writing skills (examples to be provided)	<b>Essential</b>
Some knowledge of the history and politics of Middle East conflict	<b>Desirable</b>
Knowledge of our key subject areas (RS, History, Citizenship, PHSE)	<b>Desirable</b>
<b>Experience/practical points:</b>	
At least 3-4 years' experience in a communications-related role	<b>Essential</b>
DBS clearance and no criminal record	<b>Essential</b>
Clean driving licence and own vehicle	<b>Desirable</b>
Public speaking and/or workshop delivery	<b>Desirable</b>
<b>Personal attributes:</b>	
Creative, imaginative, and free-thinking	<b>Essential</b>
Strategic and discerning - sees all options and analyses well	<b>Essential</b>
Self-starting - turns ideas into actions and organises work that needs to be done	<b>Essential</b>
Co-operative, perceptive and diplomatic	<b>Essential</b>



If you are interested, please send a cover letter/job application video and CV to [team@solutionsnotsides.co.uk](mailto:team@solutionsnotsides.co.uk) by 8pm on 19 April 2024.