

JOB DESCRIPTION

Campaigns Officer

June 2024

Title:	Campaigns Officer
Contract:	Permanent / Full Time
Responsible to:	Director of Public Affairs
Hours:	9.30 – 17.30 Monday – Wednesday; 9.00 – 17.30 Thursday; 9.00 – 13.30 Friday
Salary:	£29,500 - £33,000 per annum FTE depending on experience
Location:	Initially, main place of working will be the Board of Deputies office in Camden 3 days a week and 2 days a week working from home
Holiday Entitlement:	Pro-rata, 20 days plus Public Holidays and Jewish Festivals when the office is closed.

Applicants must have the right to live and work in the UK.

General Description:

The *Board of Deputies of British Jews* is looking for a highly motivated and engaged individual to strengthen campaigning work with politicians, key opinion-formers and society at large, to improve the Jewish community's reach, relevance, and impact around the UK, support our fundraising objectives, and tackle bias in the media and online. They will do this through a range of methods, include campaign events, rallies, media, social media, and meetings with politicians and other key influencers.

The role will involve taking the key issues facing the British Jews and devising campaigns which achieve widescale engagement with our Deputies, supporters, community members, allies, and like-minded organisations, gain significant traction and achieve agreed outcomes.

The *Board of Deputies of British Jews* is comprised of around 300 Deputies, representing around 200 synagogues and Jewish charities right around the UK. This role will seek to empower and mobilise the Deputies, and the many local

Jewish communities they represent, to strengthen effective campaigning on key causes.

This will include coordinating Deputies who already have skills and contacts to be able to deploy these in the most effective fashion. It will also involve organising training for the Deputies in engagement with politicians, faith groups, local media, universities, and other key stakeholders.

Key Tasks and Responsibilities:

Planning Campaigns

- Identifying campaigning opportunities and causes that would make effective Board of Deputies campaigns.
- Develop, plan, and execute multi-platform campaigns that engage a wide range of stakeholders and achieve impact based on agreed objectives.
- Identifying key audiences for a given campaign and the best routes to reach them.
- Working with crowdfunding companies and digital tools to support Board of Deputies fundraising campaigns.
- Monitoring results and impacts, allowing for course corrections to optimise campaigns and reporting on their effectiveness afterwards.
- Grow the profile of the Board of Deputies as a campaigning organisation, both internally within the Jewish community and externally to the wider public

Relations with Key Stakeholders

- Developing relationships with the 300 Deputies across the UK, including understanding their existing skills, contacts, and training needs, and then supporting them with advice and training to develop key relationships and deliver national campaigns locally.
- Supporting Board of Deputies democratic functions, including Deputy communications, Board Meetings, and elections.
- Developing a strong network with other campaign groups who share the Board of Deputies' objectives.
- Creating effective routes to mobilise the Jewish community and its allies.
- Working with the Public Affairs Team to contribute to the development and delivery of effective political and communications strategies, as well as relationship-building with politicians, media, faith leaders and other key stakeholders.

Communications

- Working with the Communications Team to develop and deliver the Board of Deputies' campaign strategy, including innovative methods of digital engagement and campaigning.
- Devising campaign communications to go out through different methods and across different platforms and channels.

- Monitoring press, social media and the public sphere on policy issues and incidents of bias and working with the Communications Officer and wider Public Affairs Team to devise campaign responses.
- Presenting on the campaigns and wider work of the Board of Deputies to internal and external stakeholders.
- Developing campaign collateral and materials – making it easier for stakeholders to get involved.
- Preparing briefings for, and formal notes of meetings with external parties.
- Fielding community enquiries and working together with other team members to address queries and concerns.
- Work with the Communications Team to achieve the Board of Deputies' wider communications and media objectives.

Event Management

- Organising a range of different forms of events (rallies, briefing meetings, parliamentary advocacy days, etc) that further the Board of Deputies' campaign objectives.
- Building a database of key stakeholders and event participants to empower future campaigns.

General

- Maintaining a general familiarity with the work of the Board of Deputies
- Carrying out such other administrative or other duties as may be requested from time to time by the Board of Deputies' senior leadership.
- This role may require some work on evenings or weekends, and some travel around London and the UK.
- The Campaigns Officer will be expected to carry out such reasonable duties as may be requested from time to time by the Board of Deputies' Director of Public Affairs and Chief Executive. 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 changes in legislation or Board of Deputies operational procedures.

PERSON SPECIFICATION

Essential

- Planning, designing and implementing campaigns
- Good knowledge of current affairs
- A good working knowledge of the UK Jewish community.
- Understanding of key target audiences and the best means of reaching them.
- Strong IT skills, including fluency in the use of social media and digital platforms.
- Strong writing skills
- Developing and maintaining strategic relationships.
- Producing written resources/briefings
- Events management and logistics.

Desirable

- Knowledge in key policy areas, eg. racism/antisemitism, religious freedoms, Israel and anti-Israel bias, international relations and/or online advocacy.
- Familiarity with Salesforce or a similar CRM software
- Video-editing and content creation skills for platforms including Instagram, TikTok, YouTube and Snapchat.
- Understanding of one or more of UK political and parliamentary processes, UK media landscape (especially local and regional media), general familiarity with different faith communities.
- Stakeholder engagement, particularly with parliamentarians and their offices.
- Experience organising demonstrations and/or vigils
- Experience working with volunteers

Personal Attributes (All Essential)

- Excellent written and oral communication skills
- Enthusiasm and a can-do attitude
- First-rate interpersonal skills, with the ability to connect with people from a wide range of backgrounds and to deal with challenging situations
- Strong research skills
- Well-organised with good time-management and an ability to work independently
- Willing and able to develop new knowledge and skills
- A good team player, able to support other colleagues where necessary
- Commitment to the aims of the Board of Deputies of British Jews

Information for Applicants:

Closing Date: 09.30 hrs Monday, 15th July 2024

Interviews: Interviews will be held w/c Monday 22nd July 2024

How to Apply: Please send a CV and covering letter, each of which should be a maximum of two sides of A4, outlining, with examples, how you meet the requirements set out in the person specification, and where you heard about the job. Please send this to recruit@bod.org.uk with the subject heading '**Campaigns Officer**'.