

Omri Gal Glueckselig

Director of Communications

Strategic Narrative & Impact Leader

Strategic, narrative-driven communications leader specialising in not-for-profit and policy environments. I lead organisations through complex communications transformations, combining data, storytelling and creative audience engagement to expand reach, relevance and impact.

With over 20 years' experience across government, NGOs, and advisory roles in the UK and internationally, I bring a deep understanding of how mission-led organisations operate - from working with policymakers and funders to engaging communities and navigating resource constraints.

Achievements

Shaped public narratives on complex societal issues, positioning organisations as trusted voices in high-scrutiny environments

Grew JPR's research panel by 30%+, revitalising a dormant audience through targeted, multi-channel campaigns

Led the redevelopment of JPR's website, achieving 300% growth in search impressions and 500% growth in clicks

Initiated and implemented a new CRM system, improving organisational processes and delivering significant cost savings

Launched digital platforms during COVID-19, ensuring sustained community engagement during crisis conditions

Spearheaded a five-year campaign, achieving 300% growth in donations for a Holocaust survivors' NGO

Recipient of the CEO Outstanding Employee Award (2,000+ staff organisation)

Recipient of three PR Association awards, including Best Environmental Campaign of the Year

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My page on [LinkedIn](#)

Education & qualifications

MA, Political Communications

Hebrew University of Jerusalem, 2013

BA, Journalism and International Relations

Hebrew University of Jerusalem, 2005

AI Fundamentals

IBM, 2026

Systems Thinking in Practice

Open University, 2026

Google Analytics 4

Google, 2023

SEO Professional

London Marketing Academy, 2022

Previous experience

2021 - Current: Director of Communications, Institute for Jewish Policy Research (JPR)

Leading research organisation providing data on antisemitism, demographics and politics; widely cited by top-tier media and policy institutions worldwide.

- Built and directed JPR's communications function from the ground up, transforming a fragmented operation into an integrated, audience-led system.
- Led the strategic redevelopment of JPR's digital platform, driving search visibility and media uptake, and defined and executed digital channel strategy and campaigns.
- Transformed content strategy and organisational positioning by reframing complex research into accessible, narrative-driven formats and advising senior leadership.
- End-to-end accountability for communications, leading a network of 20+ freelancers and agencies.

2021 : Head of Communications and Marketing (Interim), TAU Trust UK

A UK-based charity, leading fundraising activities for Tel Aviv University in Britain.

- Identified and led the overhaul of the charity's CRM system, challenging the existing direction and delivering a solution aligned with long-term needs.
- Reframed and unified communications across digital, press, and direct channels, improving clarity and consistency of messaging.
- Delivered events, webinars, and stakeholder engagement initiatives, working closely with leadership, donors, and partners.

2019 - 2021: Marketing Manager, JW3 London

The UK's leading Jewish arts, culture, and community centre.

- Held responsibility for audience engagement across digital, content, PR, and in-venue channels, and across a programme of events, classes, and cultural activity.
- Planned, delivered, and evaluated multi-channel campaigns, aligning activity with audience demand and organisational priorities.
- Managed content and communications during COVID-19 lockdowns, maintaining delivery under rapidly changing conditions.

2012 - 2019: Senior PR, Public Affairs & Strategy Manager, Peer & Levin Communications

Leading consultancy advising non-profits, public bodies, and advocacy campaigns.

- Led strategic communications across multiple complex client accounts, spanning public affairs, crisis management, and advocacy campaigns.
- Managed and developed teams of executives while coordinating cross-functional delivery across campaigns and stakeholders.
- Held full ownership of client strategy and delivery across high-stakes and challenging communications briefs.

2007 - 2012: Media Relations Manager - Israel Nature and Parks Authority

National public body for conservation and public engagement.

- Established and led the organisation's press office, taking full responsibility for media relations and communications strategy.
- Generated consistent national and international media coverage, managing press activity across a wide range of organisational functions.
- Led communications in complex and sensitive contexts, including crisis response and high-profile public issues.