

# Omri Gal Glueckselig

## Director of Communications

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I'm a communications and marketing specialist with 20 years of experience in senior positions, both in-house and for top agencies, managing content creation, SEO, digital marketing, public relations and media strategy for leading organisations and brands. I have a Master's degree in political communication and a Bachelor's degree in journalism and international relations, and previous success leading the communication efforts of governmental organisations, NGOs and private companies from various fields.

## Achievements

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Leading the development of JPR's new website, achieving 300% growth in Google search impressions and 500% growth in Google search clicks over the first year of its activity.

Responsible for growing JPR's Research Panel number of registered responding members by over 30% through content, digital, print and influencer campaigns.

Initiating and leading the development of TAU Trust's new CRM software, potentially saving the charity thousands of pounds annually while improving organisational processes.

Launching and managing new online platforms such as JW3-TV to support the community during the Covid-19 pandemic.

Reaching over 300% growth in donations towards "Spring for Holocaust Survivors NGO" through a 5-year campaign.

Winner of a CEO's Outstanding Employee Award and three PR Association awards ("Roaring Lion"), including Best Environmental Campaign of the Year.

## Skills & expertise

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Project and campaign management

Raising brand awareness

SEO and content marketing

Digital marketing

Graphic design and video editing

Copywriting

Budget management

Analytics and assessment

## Education

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### BA in Journalism and International Relations

10.2002-12.2005

### MA in Political Communications

10.2010-10.2013

# Previous experience

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## 2021 - current

### **Director of Communications for the Institute for Jewish Policy Research (JPR)**

JPR research the state of contemporary Jewish communities in the UK and Europe

- Establishing the communications and marketing fields as JPR's first-ever Director of Communications
- Leading the development of JPR's new website, launched in October 2022
- Re-inventing JPR's social media presence, including the launch of the charity's FB and Instagram pages
- Advising the CEO and other staff members on how to increase the organisation's impact
- Running team workshops, editing reports and blogs, and producing videos and designs

## 2021

### **Head of Communications and Marketing at TAU Trust UK**

TAU Trust leads fundraising activities for the Tel Aviv University in the UK

- Managing the development of TAU Trust's new CRM system (Salesforce)
- Supporting the CEO in planning and delivering events and webinars
- Revising all external communications, mass mailings and PR, and internal communications
- Liaising with stakeholders, including trustees, donors, academia and external providers

## 2019 - 2021

### **Marketing Manager at JW3 London**

JW3 is the UK's leading Jewish arts, culture and community centre

- Managing all marketing channels, including websites, PR, direct mailing, social media and point-of-sale platforms
- Planning, developing, producing, measuring and evaluating marketing campaigns
- Creating and managing a schedule of production for communication materials
- Managing day-to-day activities, content creation, community outreach efforts and promotions

## 2012 - 2019

### **Senior PR, Public Affairs and Strategy Manager at Peer & Levin Communications Ltd.**

Peer & Levin is a leading media consulting and public affairs agency

- Managing 8-12 accounts, including crisis management, and 2-4 PR executives (junior & senior)
- Liaising with different stakeholders, including Ministers, MPs, C-suite and journalists
- Taking an active part in the office's efforts to attract new business
- Writing strategic plans, Op-Eds, press releases, reports, briefs and other content
- Directing local election campaigns and a member of the Israeli Labor Party campaign team
- Copywriting and producing ads, videos, graphic designs and social media activities, organising press conferences and events

## 2007 - 2012

### **Media Relations Manager at Israel's Nature and Parks Authority**

The INPA manages Israel's nature reserves and national parks, and employs over 2,000 people nationwide

- Establishing and managing the INPA's press office, liaising with environmental reporters as well as journalists in the fields of tourism, law & order, infrastructure, education and science
- Producing materials for journalists and professional forums and initiating coverage in all types of media, writing press releases and making frequent appearances in the media
- Involved in policy-related issues and crisis management, maintaining continuous contact with field personnel, advising management and streamlining intra-organizational processes