

Internship in Social Media and Public Relations at the Lotan Center for Creative Ecology

This internship offers a unique opportunity to use your social networking skills at a small environmentally-oriented experiential education center, the [Center for Creative Ecology](#) (CfCE) at Kibbutz Lotan.

The Intern will be responsible for updating the Kibbutz Lotan website, social media applications such as Facebook, and blogging on the Kibbutz Lotan website, under the supervision of Alex Cicelsky, Director of Research and Development.

The intern will be a part of the Arava intern program, living on the AIES campus on Kibbutz Ketura, and will travel daily to Kibbutz Lotan.

Qualifications

- Sharp communication skills
- Passion for the web, particularly social media
- Engaging and persuasive writing skills
- Enthusiasm and Creativity; the ability to take initiative
- Personal experience in social media and web 2.0: facebook, twitter, blogging, LinkedIn, wikis
- Positive Team player
- Mandatory English fluency
- Hebrew fluency a plus

Responsibilities

- Act as an ambassador and liaison between Lotan/CfCE and the internet community.
- Collaboration with the recruitment team on online outreach programs.
- Implement online strategies program outlined by the Lotan/CfCE.
- Create and post relevant content to various social media sites.
- Assist in the updating and maintaining of the Lotan/CfCE website.

Program:

1. Weekly meeting with supervisor at the Center for Creative Ecology to discuss projects and tasks and review individual work plan and benchmarks (1 hour)
2. Weekly intern meeting led by AIES intern coordinator to learn about each other's research, share ideas, and discuss other intern concerns (1 hour)



3. Participation in a practical training course at AIES. This course will include subjects such as, writing a research proposal, building a budget, giving a talk, writing a paper, using statistics, using Excel.
4. Participation in the Peace-building and Environmental Leadership program (4 hours weekly minimum)
5. Opportunity to shadow supervisor/mentor in meetings, conferences, and professional activities as appropriate.
6. Participation in staff meetings and other staff activities at the CfCE.

Conditions of Internship:

- The Arava Institute will provide living arrangements including food, housing, health insurance and laundry services at the AIES campus. The intern may be placed in a room with another Institute intern or with an AIES student, living on the AIES campus.
- This is a self funded position covering room, board, and program participation. The cost is \$1300 per month.
- The intern will be reimbursed for all expenses incurred due to job requirements including the use of a personal cell phone and day to day travel expenses.
- The intern must own a laptop and have a cell phone.
- The intern will be allowed to attend special guest lectures and participate in field trips and campus life activities.