



**Friends of the Arava Institute**  
**Events and Donor Engagement Manager**  
**Job Posting**

This is a full-time exempt position reporting to the Chief Development Officer.

**Organizational Background**

The mission of Friends of the Arava Institute (FAI) is to support the critical work of the Arava Institute for Environmental Studies (AIES) through public awareness, student recruitment, and fundraising campaigns throughout North America. Located in Israel, the Arava Institute for Environmental Studies is a leading environmental studies and research institute housing accredited academic programs, research centers, and international cooperation initiatives with participants from Israel, Palestine, Jordan, and the international community. AIES students develop skills that enable them to lead the region and the world in solving today's most pressing environmental challenges. Friends of the Arava Institute is located in Newton Centre, MA.

**Position Summary**

Reporting to the Chief Development Officer (CDO), the Events and Donor Engagement Manager (EDM) will deepen engagement with individuals, donors, and supporters in North America through events and individual donor stewardship. The EDM will travel to Israel and travel is possible throughout North America. **Preference for candidates available to work in the office a minimum of 2 days per week.**

**Israel Ride**

The Israel Ride is a week-long annual bike ride in Israel involving riders from North America who fundraise to support the work of the Arava Institute. Working in partnership with the development, communications, and finance teams, the Israel-based Ride director and logistics staff, and lay leaders, the EDM is responsible for marketing and rider engagement to ensure rider commitment and to build relationships with FAI and AIES that last beyond the Israel Ride.

**Customer Service/Ridership Development**

- Plan and facilitate information sessions to develop a pipeline of prospective participants
- Develop and recruit for pre/post ride travel experiences
- Provide opportunities to educate riders in the Arava Institute's mission, building lasting relationships
- Support riders in reaching and surpassing their fundraising minimums
- Staff the Israel Ride each year - 10 days in Israel

**Marketing and PR**

- Manage social media and electronic communications for the Israel Ride
- Maintain and enhance the Israel Ride website, registration site, and participant portal

**Additional Events**

The EDM will oversee current events and introduce new opportunities which both deepen the engagement of current supporters and introduce individuals to the Arava Institute.

- Beyond Borders and additional Study Tours to Israel, Palestine, and Jordan
  - Work with AIES staff and travel agents to create program for study tours



- Create marketing and promotional materials and strategy to recruit participants
- Recruit participants and maintain their engagement
- Plan and execute large and small donor cultivation, stewardship, and engagement events and meetings across the US in collaboration with board members and major donors
  - Identify and work with speakers, hosts, and venues
  - Build donor engagement strategy beyond events
- Plan, promote, and implement monthly mini-Zoom classes which highlight research and partners of the Arava Institute
  - Build calendar, secure speakers, create e-invitations
  - Create follow up strategies for prospect donor engagement

### **Donor Engagement**

In addition to building engagement among participants in events outlined above, the EDM will manage the portfolio of current and prospective donors who give up to \$2500 annually.

- Create plans to cultivate, solicit and steward individual supporters
- Collaborate with other staff, board, and lay leaders to steward prospects and supporters
- Engage with donors through in person, phone, electronic and print communications

### **Qualifications and Skills**

- B.A. degree
- 3+ years prior experience coordinating large special events or travel experiences
- Superb presentation and facilitation skills
- Experience with integrating social media into event planning and execution
- Comfortable using and analyzing data
- Demonstrated project management experience
- Proficient in Microsoft Office Suite and Mail Chimp, experience with Donor Perfect and Classy preferred
- Available to work occasional nights and weekends (including the full length of the Israel Ride)
- Available to travel
- Current US driver's license

Compensation: \$50,000 - \$65,000 commensurate with experience.

Friends of the Arava Institute offers a generous benefit package including health, dental, vision, disability, and life insurance, a 401(k) plan with employer match, generous paid time off, and support for professional development.

To apply, please send your resume along with a cover letter to [office@friendsofarava.org](mailto:office@friendsofarava.org). No phone calls, please.