

March 27, 2024

# Middle East Recruitment and Communication Associate Tender

The Middle East Recruitment and Communication Associate Manager and Associate are the team responsible for designing and implementing an ongoing recruitment plan for the Middle East to ensure that the Arava Institute maintains a quota of qualified students who will be at the forefront of future environmental cooperation. The coordinator is responsible for outreach to prospective students and maintaining key relationships that promote the Arava Institute to potential recruitment partners in Israel, Palestine, and Jordan.

## Role

- Implementation of a strategic work plan aimed to recruit participants from Israel, Palestine, and Jordan for the Arava Institute's academic and internship programs.
- Creation of recruitment material and content in Arabic.
- Representation of the Institute on campuses, events, conferences, etc.
- Creation and coordination of regular open day events for prospective students.
- Planning, coordination, and implementation of marketing strategy for email, social media, and print materials.
- Documentation, tracking, and analysis of recruitment and enrolment statistics.
- Personal and regular follow-up with potential candidates.
- Implementation and coordination of the above under the supervision of the Middle Eastern Outreach and Communication Manager.

## Skills:

- Excellent interpersonal skills, including cultural sensitivity.
- High English and Arabic proficiency are required; Hebrew is an advantage although not required.
- Enthusiasm about the vision and the goals of the Arava Institute.
- Previous experience in marketing, communications, or recruitment is preferred.
- Experience with using social media platforms is an advantage.
- High attention to detail and good organizational and administrative skills.
- Availability for work hours that are both flexible, and unconventional.

## Conditions of employment:

- Full-time employment
- Travel in region is required including up to 2 days a month at the Arava Institute based at Kibbutz Ketura (for candidates living outside of the Arava region), as well as travel in Israel, the West Bank and Jordan as needed.
- Works under the supervision of the Program Director of the Academic Department
- Start of work: IMMEDIATE

If you are interested in the position, please send your CV to Tali Adini at the Arava Institute:

[tali.adini@arava.org](mailto:tali.adini@arava.org)

[www.arava.org](http://www.arava.org)