

## Job Title: Communications & Media Director, Arava Institute

### Role Summary:

The Communications & Media Director will be the chief architect of the Institute's public image and lead our communications team. This role requires a blend of high-level strategic thinking, media expertise, and the ability to manage a team. The Director's first task will be to lead a process to craft a long-term communications strategy for the Institute.

### Media & Communications Strategy and implementation:

- Design the Institute's communications strategy via a participatory process with relevant stakeholders
- Implement the Institute's communications strategy via traditional and social media with an integrative approach, including setting clear work plans and KPIs for all media work
- Maintain strategic oversight and accountability for all the Institute's digital assets, ensuring high-quality content delivery and consistent brand voice across all online platforms
- Oversee the team's production of press releases, reports, and all content

### Leadership & People Management:

- Manage a team of dedicated communications professionals, providing guidance and professional mentorship.
- Oversee collaboration with Institute departments, including fundraising and development, student recruitment, and more
- Act as liaison with Friends of the Arava Institute in the United States for communications and messaging

### Requirements:

- Experience in communications strategy building, social media, campaigns, PR, content creation, videography and/or visual design
- Experience in communications work in similar, relevant settings (i.e., academics, peace work, environmental work) is an advantage.
- Experience in collaboration with fundraising or development teams - preferred
- Management experience
- Exceptional storytelling skills and the ability to craft compelling narratives
- Ability to travel; If not located in the Arava, the director is expected to be at the Institute offices in the Arava at least once/ month and per additional need.
- Hebrew, English fluency – required
- Arabic fluency - advantage
- Relevant higher education is an advantage

**The director position is 50% but could be combined with other communications needs and tasks to fill a 100% position, including but not limited to social media management, visual design, videography, public relations.**

This Tender will close: June 15<sup>th</sup> 2026

If you are interested in the position, please send your CV to [hr@arava.org](mailto:hr@arava.org)