



## **Marketing and Recruitment Manager Ramah Israel**

Ramah Israel is seeking a driven and dynamic individual to help grow the number of participants in Ramah's Israel-based programs. Our programs include TRY (high school semester), RII programs: synagogue trips, school trips, and family journeys. Success will be measured by growth in enrollment across Ramah's Israel programs.

### **Key Responsibilities:**

- Develop and execute a comprehensive marketing and recruitment strategy.
- Work closely with the National Ramah marketing and communications team to ensure alignment with broader marketing efforts.
- Serve as the main liaison with Ramah camps in North America to strengthen relationships and promote Israel programs.
- Oversee all marketing deliverables including:
  - Ramah Israel's website
  - Social media presence
  - Newsletters and communications
  - Publicity and marketing materials
- Actively generate leads and follow up with potential participants.
- Additional tasks and projects as needed.

### **Requirements:**

- Native-level English proficiency, including exceptional verbal and written communication skills.
- Proactive, ambitious, and goal-oriented with excellent attention to detail.
- Experience in sales and recruitment.
- Familiarity with Israel programs and a solid understanding of Israeli geography, history, and society.
- Strong knowledge of and connection to the North American Jewish community, with a focus on Ramah camps and the Conservative Movement.
- Willingness to travel and work irregular hours, to accommodate North American time zones.
- Proficiency in webinar software and Microsoft Office Suite.

### **Preferred Qualifications:**

- Proficiency in Hebrew.
- Previous experience with Ramah programs.
- Expertise in leveraging social media for marketing and promotional purposes.

Interested candidates should submit their resume and cover letter to [jobs@ramah.co.il](mailto:jobs@ramah.co.il).

This position is based at the Ramah Israel office in Jerusalem and reports to the Executive Director.