

## Ir Amim is seeking an English Social Media Coordinator

Ir Amim is seeking a part-time (50%) coordinator for the organization's social media in English. As our English social media coordinator, you'll play a crucial role in communicating our mission, sharing critical on-the-ground developments and educational material, and engaging with our international audience across X (formerly Twitter), Instagram, and Facebook.

This will require (1) posting timely information regarding on-the-ground developments based on Ir Amim's analysis, (2) developing educational and explanatory content about some of the main topics that Ir Amim deals with (3) developing content for social media campaigns around specific topics or struggles.

The position is part of the International Relations Department and will work alongside the department's Director of International Relations and Advocacy and the Coordinator of International Public Outreach. The social media coordinator will also work closely with Hebrew and Arabic-language social media coordinators.

### About us

Ir Amim (City of Nations/City of Peoples) is an Israeli non-profit which focuses exclusively on Jerusalem within the context of the Israeli-Palestinian conflict. Ir Amim's mission is to render Jerusalem a more equitable and sustainable city for the Israelis and Palestinians who share it, while helping to advance conditions for an agreed political future and secure equal rights for all. Ir Amim envisions a city that ensures the dignity and welfare of all its residents and safeguards the human and civil rights of both Palestinians and Israelis, while upholding both peoples' historic, religious, and political attachments to Jerusalem.

### Primary Responsibilities:

- Post in a timely manner about on-the-ground developments in order to provide information to decision-makers, journalists, and the general public regarding the different issues monitored by Ir Amim.
- Develop social media content beyond immediate updates. This includes identifying topics that require a more in-depth explanation or would benefit from a zoomed-out perspective, developing posts in relation to these topics, and planning content in advance.
- Envision and implement social media campaigns around particular issues, together with other team members. This includes defining the framing, slogans, messaging, and goals of specific campaigns, and executing the campaign from start to finish.
- Designing social media posts on Canva or other graphic design software and maintaining a consistent and visually appealing graphic language across posts.

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- Taking photographs and videos of Ir Amim's work/related to the issues at hand and editing this material for use in our social media (the relevance of this responsibility will be determined based on applicant's qualifications).

### **Required skills and qualifications:**

- Previous experience managing social media accounts for similar organizations, and/or strong personal social media accounts.
- Experience with content development and the ability to tailor style, language, and messaging for different social media platforms and audiences. Creative and innovative thinking to come up with effective ways of communicating the issues we work on.
- Knowledge and experience with Meta's and X's advertising, promoting, and targeting procedures
- Experience working with Canva or other design and publishing software
- Mother-tongue English with exceptional writing, editing, and communication skills.
- Working knowledge of Hebrew for light translation assignments and efficient communication with the Ir Amim team.
- Strong teamwork skills, and commitment to fulfilling one's responsibilities in team projects.
- Experience in photography/filming and basic editing of videos for social media is a significant advantage.
- Understanding and knowledge of the Israeli-Palestinian conflict and well-versed in human rights discourse.
- Commitment to the mission and values of Ir Amim.

### **About the position:**

**Position:** 50%    **Begins:** Immediately

**Location:** Jerusalem

**How to apply:** Please send your CV and a cover letter to [jobs@ir-amim.org.il](mailto:jobs@ir-amim.org.il) with the position name in the subject line. Only short-listed candidates will be contacted.