



REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA



CROSSDEV



Masar Ibrahim Al Khalil

Position Opening

Title: Communications Coordinator
Reports to: Executive Director
Location: Beit Sahour, Main Office
Status: Full Time
Starting date: Immediately

Background:

This position is partially funded by East Jerusalem Youth – Agents of Change project and by CROSSDEV project.

Masar Ibrahim Al Khalil (MIAK) is a non-profit community-based tourism union that delineates, and develops Masar Ibrahim in and around different Palestinian localities. The organization endorses cultural diversity and exchange, safeguards tradition and heritage, inspires storytelling and encourages friendships based on the advancement of human values and the preservation of the surrounding environment and the people’s needs for further growth and education. MIAK works closely and jointly with local communities to cultivate their resources, capacities and the opportunity for a better life.

East Jerusalem Youth - Agents of Change is a project funded by European Union through the Danish Church Aid (DCA) targeting East Jerusalem Youth. The project is based on introducing Resilience and Tourism as a community-led intervention that will contribute to the overall objective: “The development of resilient communities in East and northwest of Jerusalem to be able to withstand shocks and mitigate protection threats while preserving the Palestinian character of the areas”. An important element is the focus on community-based tourism as a mechanism to respond to challenges the community face. Targeted communities in this project will be: Old city of Jerusalem; At Tur, Ezaryah- East Jerusalem AND Biddou, Qbeiba, Beit Anan, Beit doqqu, Beit Sourik- Northwest of Jerusalem.



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CROSSDEV is a project funded by the European Union under the ENI CBC Med Programme and the objective is contributing to the economic and social development in Mediterranean, strengthening and enhancing sustainable tourism practices, emphasizing common heritages and resources. Specifically, it expects to increase touristic competitiveness and attractiveness of less known destinations, rural/depressed areas, adopting/enhancing the Cultural Routes concept/experiences in selected areas of 4 countries:

- Italy: Sicily, communities in the areas along the Via Selinuntina, neighborhoods of Sambuca di Sicilia (Province of Agrigento) and Castelvetrano-Selinunte (Province of Trapani)
- Jordan: communities around less known historical and cultural sites in Aqaba area (Southern Jordan) and archaeological site of Umm Qais (Northern Jordan)
- Lebanon: villages in the area of Jabal Moussa Biosphere Reserve, Mount Lebanon
- Palestine: the extended area of Masar Ibrahim Al-Khalil from Beit Mirsim to Battir - southern of the West Bank.

Masar Ibrahim Al-Khalil Trail is the longest trail in the West Bank, and along the Path's mostly rural corridor, there are about 60 rural, marginalized communities, some of which living below the poverty. Most of these very poor and marginalized communities.

As part of CROSSDEV project, MIAK will expand the Masar trail from Beit Mersim to Battir, so it will reach around 16 new communities, and will work to develop community-based tourism in these marginalized communities, develop 5 new segments of the Masar, out of which 1 Disabled friendly segment Beit Mersim and Battir.

Duties and Responsibilities:

- Develop and implement MIAK's communication and marketing strategy, project's communication plans, advocacy, and awareness plans.
- Systematically develop communication's department forums, archives, data collection, and procedures.



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- Layout, draft, design, and promote social media content, website content, and publications in Arabic and English
- Actively manage the social media and website channels of MIAK.
- Capture, film, edit, and produce high quality photos, videos, documentaries, success stories, and other audio-visual materials.
- Ensure systematic documentation and archiving for project's achievements and activities
- Maintain an effective relationship with communication officials in other NGOs, relevant government ministries and collaborates with them as appropriate.
- Co-ordinate the launching of publications (Annual Report, press releases). Support public outreach initiatives.
- Disseminate press releases, success stories and key policy messages to journalist's representatives of the media with whom solid partnerships should be sought.
- Manage and monitor the utilization of funds earmarked for use for communication purposes.
- Co-ordinate communication and marketing of activities with unit heads and senior management team public Advocacy.

Special Working Conditions:

- Must have driving license.
- Frequent travel as needed, to provide media coverage and documentation.
- Must be available to work with varied schedules including extensive afternoons and weekends as needed.

Qualifications:

- Minimum of a bachelor's degree in communication, marketing, development, management, or a related field.
- Minimum 5 years of experience in Communication or marketing with local and International Organizations.
- Excellent writing skills in English and Arabic.
- Excellent knowledge in video editing software's and photo editing software's
- Knowledge in graphic design software's.



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- Advanced experience in social media channels, ads, promotion and management.
- Knowledge of website management systems.
- Detail-oriented with excellent organizational skills.
- Strong consultative communication skills and excellent interpersonal skills.
- Experience in not for profit management, governance, and community relations.
- Residents of Bethlehem Governorate.

Application Procedure:

- For more details and application form, please click on the following link and fill the Job Application Form: <https://forms.gle/kgKoPKTsgx7dsk7h6>
- After filling the Job Application Form please send your CV and Cover Letter in English by email to: vacancies[at]masaribrahim[dot]ps
- The Subject of the email should be **Communication Coordinator**.
- **Deadline: Friday, October 9, 2020**
- Without filling the Job Application Form and sending the CV and Cover Letter, the application will NOT be considered.
- Applications that do not meet the specified minimum requirements or those that will be received after the closing date will NOT be considered.
- Only short-listed will be contacted.