



## **Manager of the Israel Ride**

As the Jewish lab for sustainability, Hazon is building a national movement that strengthens Jewish life and contributes to a more environmentally sustainable world for all. We're the largest dedicated faith-based environmental organization in North America. We are based in New York City and the Isabella Freedman Jewish Retreat Center in Falls Village CT. We also have offices in Denver, Boulder, and Detroit.

This position will report to the Director of Special Events.

### **Position Summary**

We seek to hire a Manager of Israel Ride to work within our Finance Resource Development Department (FRD). This position will manage Hazon's responsibilities for the Israel Ride, a full time and year round commitment. Since 2003, over 1,800 participants have taken to the roads of Israel -- bridging their connection to Israel with their care for the environment. The Israel Ride partners bring together Hazon and the Arava Institute for Environmental Studies, along with our key marketing partner JNF. This professional will work closely with Hazon staff in New York, as well as Arava Institute staff in Israel and Boston. They will also work closely with key lay leadership volunteers throughout the year who make the Ride possible.

### **Customer Service/Ridership Development**

- High level of direct customer care and stewardship - ability to engage with people from many backgrounds, knowledge levels, abilities
- Respond to registered and prospective participant inquiries in a timely manner
- Maintain and enhance registration site, participant portal and Israel Ride website
- Facilitate, organize and/or staff 30-40 recruiting events/information sessions each year to develop a continuous pipeline of prospective participants
- Engage alumni to assist in recruitment and to ensure repeat participation
- Support riders in reaching and surpassing their fundraising minimums
- Develop and recruit for pre/post ride travel experiences

### **Logistics**

- Serve as main Hazon representative to Israel Ride Board
- Work closely with staff in Boston, Israel, NYC; maintain clear, open communication across staff
- Serve as year-round logistical backbone of the ride
- Secure volunteers for Shabbaton, bike assembly, and other tasks as needed
- Concurrently execute on current ride while planning for the next two rides
- Provide weekly update to Israel Ride Board on sign-ups, cancelations, and fundraising totals
- Interface with Arava Institute on all Israel Ride accounting and financial reporting matters

### **Marketing and PR**

- Work with Hazon MarCom team to manage social media for the Israel Ride (regular IG/FB posts) and arrange for appropriate ads and promoted posts
- Develop email communications schedule to provide riders with regular updates
- Participate in weekly meeting of Israel Ride marketing/PR Team
- Direct/create on-brand “swag” for the Ride (jerseys, jackets, socks, gifts, etc)
- Maintain and enhance all aspects of Israel Ride website (for riders and prospects)

### **Strategy**

- A desire to take initiative with Lay Leadership and suggest fresh ideas that improve rider experience from year to year
- Revisit and update recruitment/retention strategy in light of the competitive and evolving landscape of Israel biking experiences and athletic peer-to-peer fundraising events in general

### **Qualifications**

- B.A. degree from accredited university
- 3+ years prior experience coordinating large special events or travel experiences
- Passionate about Hazon’s vision of a vibrant and healthy Jewish community, in which to be Jewish is necessarily to help create a more sustainable world for all
- Bonus: Demonstrated understanding of both American and Israeli culture as well as the ability to work with a wide range of Jewish denominations
- Bonus: Experience with integrating social media into event planning and execution
- Exceptional interpersonal and communication skills, with the ability to build strong and effective internal and external relationships
- Superb presentation and facilitation skills, with strong ability to project a professional demeanor
- Excellent organizational and analytical skills – comfortable using and analyzing data
- Excellent time management skills for both short-term and long-term planning
- Ability to work and partner with multiple organizations and lay stakeholders
- Clear understanding of branding and the ability to work with third party vendors
- Available to work occasional nights and weekends (including the full length of the Israel Ride)
- Current US driver’s license

### **How to Apply**

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To apply, send resume and cover letter to [jobs@hazon.org](mailto:jobs@hazon.org) with “Manager of the Israel Ride” in the subject line. Applications will be reviewed on a rolling basis starting August 14, 2019.

Salary is commensurate with experience, including benefits package.

Hazon is strongly committed to equal employment opportunities for all individuals. Hazon will make all employment decisions for staff and applicants without unlawful discrimination as to race, creed, color, national origin, gender identity and expression, age, disability, marital status, sexual orientation, alienage, citizenship or any other basis protected by law. This policy applies to all terms and conditions of employment including but not limited to recruiting, hiring, compensation, training and development, benefits, promotion, demotion transfer, discipline or termination. All Hazon staff, regardless of position, are expected to maintain and live up to the true meaning of nondiscrimination.