

For our CPS Program in Palestine/Israel, Weltfriedensdienst e.V. is looking for a

## Social media specialist for our partner organization Adalah

Location: Haifa/Israel

[Adalah](#) – *The Legal Center for Arab Minority Rights in Israel* is an independent human rights organization and legal center, established 25-years ago, in 1996. Adalah's mission is to promote human rights in Israel in general and the rights of Palestinian citizens of Israel in particular. Within the framework of the project "Trainings for Peace & Human Rights", which is carried out together with Adalah, Weltfriedensdienst is looking for a skilled **strategic social media outreach professional**. The Civil Peace Service (CPS) consultant will work at the project implementation level as an integral part of the project team, offering consultancy on strategic digital media communication and social media training.

### Your responsibilities

- Develop creative and engaging social media marketing strategies for Adalah aimed at increasing the visibility of human rights issues
- Advice in the day-to-day handling of social media channels such as Facebook, Twitter, Instagram, Telegram, and Youtube, adapting content to suit different channels
- Create multimedia digital content across social media platforms based on Adalah's legal and international advocacy work
- Work as part of a new website development team to most effectively integrate social media platforms and outreach
- Monitor, track, analyze and report on performance and audience engagement on social media platforms using tools such as Google Analytics and Facebook insights, and seek increased outreach
- Promote the use of social media outreach within Adalah as part of day-to-day work and through training sessions

### Your profile

- Relevant degree in the field of media/informatics
- Excellent knowledge of English (spoken and written), knowledge of Arabic and Hebrew a plus
- Professional experience in and a solid understanding of the use of a range of social media platforms, particularly in relation to NGOs or political bodies
- Strong communication skills and in online marketing, promotion, and data and digital analytics
- Creative graphic design skills, video, photography, and editing skills (e.g., Adobe Premiere Pro, Photoshop, and Lightroom)
- Knowledge of civil conflict prevention and resolution as well as human rights work
- Distinct ability to communicate and work in a team
- Ability to work independently and a high degree of flexibility and resilience
- Knowledge of the regional context and work experience in the region an asset

## **We provide**

- A two-year development aid contract with comprehensive social benefits and prospects of possible renewal
- A demanding and interesting field of work and a creative, varied workplace in a local organization
- Preparation time in Germany (up to three months) with supplementary qualification opportunities
- The opportunity for coaching / supervision and further training during the work abroad
- Support for professional reintegration after working abroad within the framework of the Arbeitsgemeinschaft der Entwicklungsdienste e.V. (AGdD)

Weltfriedensdienst e.V. guarantees the professional equality of women and men. We particularly encourage people with a migration background to apply. Due to the provisions of the German Development Workers Act (EhfG), we can only consider applications from citizens of the EU and Switzerland.

Please send your electronic application documents (letter of motivation, CV, relevant certificates and references) merged to one PDF document (max. 5 MB) by **25.05.2022** with subject: "Application Adalah" to: [auslandsbereich@weltfriedensdienst.de](mailto:auslandsbereich@weltfriedensdienst.de), cc: [schieszl@weltfriedensdienst.de](mailto:schieszl@weltfriedensdienst.de). Please also indicate how you learned about the vacancy.

## **Weltfriedensdienst e.V.**

The Weltfriedensdienst has been working worldwide with local civil society partners for peace, human rights and sustainable development since 1959. Solidarity experts with international experience strengthen our cooperations. The focus is on a non-violent and just use of resources. As one of the seven recognized development services and sponsors of the Civil Peace Service, we support grassroots, critical development cooperation.

For more information about Weltfriedensdienst and the Civil Peace Service Programme (CPS) please visit [weltfriedensdienst.de/en/](http://weltfriedensdienst.de/en/) and [ziviler-friedensdienst.org/en](http://ziviler-friedensdienst.org/en). For information on the partner organization see [www.adalah.org/en](http://www.adalah.org/en)