

THE JERUSALEM YOUTH CHORUS

جوقة الشبيبة المقدسية **مקהلة** **ال**نوور **ال**يروشلميت

Communications Director

Full-Time | Remote-Friendly (DC, Boston, or Jerusalem preferred) | Salary: \$75,000

About the Jerusalem Youth Chorus

The Jerusalem Youth Chorus (JYC) brings together young Palestinians and Israelis in East and West Jerusalem to sing, dialogue, and lead. Founded in 2012, JYC uses music and conversation to build understanding across deep divides, and is now launching the JYC Impact Fellowship — a program to train emerging leaders from conflict-affected communities worldwide to use the JYC model of choral peacebuilding in their own contexts. This is a moment of significant growth for the organization, and we're building the team to match.

The Jerusalem Youth Chorus (JYC) is an Israeli-Palestinian music and dialogue project raising the voices of young leaders from East and West Jerusalem to the global stages of America's Got Talent, TED, and beyond. Through the co-creation of music and the sharing of stories, JYC empowers young singers from East and West Jerusalem to speak and sing their truths as they become leaders in their communities and inspire singers and listeners around the world. Even in times of war, JYC continues to meet, and its singers' commitment to each other, and the power of their voices raised in harmony, has only grown.

The Jerusalem Youth Chorus is far more than a music ensemble. We are building a youth movement of Palestinians and Israelis raising our voices for peace, justice, inclusion and equality. **Singing together creates a container for us to have hard conversations that transform the way we see ourselves, one another, and the world around us.** We weave our stories into powerful performances that inspire vision and action for a shared future.

About the Role

The Communications Director will be JYC's first dedicated communications hire, responsible for shaping and amplifying the JYC story across all channels. This role spans the entire organization — the youth chorus in Jerusalem, the new Impact Fellowship, international tours, and JYC's growing role as the soundtrack of Israeli-Palestinian peacebuilding and a public voice on peacebuilding through music more broadly. You will build and own the communications function from the ground up: brand strategy, digital presence, media relations, and content creation. A major focus in the first year will be branding, launching, and marketing the Impact Fellowship to a global audience.

Key Responsibilities

Brand Strategy & Identity

- Lead the development and stewardship of JYC's organizational brand across all programs and initiatives

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- Create and maintain brand guidelines, messaging frameworks, and visual identity standards
- Develop and execute the communications strategy for the JYC Impact Fellowship launch, including naming, positioning, and audience segmentation
- Ensure brand consistency between Jerusalem- and internationally-based teams

Content Creation & Digital Presence

- Manage and grow JYC's social media channels (Instagram, Facebook, YouTube, LinkedIn, TikTok)
- Produce compelling multimedia content: video, photography direction, written stories, and audio/podcast content
- Write and manage a regular newsletter and email communications to donors, alumni, partners, and supporters
- Create marketing materials for tours, concerts, fellowship recruitment, and fundraising campaigns
- Maintain and update the JYC website with current content, media, and impact stories
- In this area, supervise one part-time staff member and two Jerusalem-based marketing interns

Media Relations & Public Voice

- Cultivate relationships with journalists, podcasters, and media outlets covering peacebuilding, music, Middle East affairs, and social impact
- Draft press releases, op-eds, talking points, and media kits
- Coordinate media opportunities around tours, concerts, and fellowship milestones
- Support JYC's founder and leadership team with public speaking prep and media appearances

Fellowship Branding & Marketing

- Lead brand-building process for the new fellows' ensemble (name, visual identity, market positioning language, etc.)
- Develop promotional materials and digital campaigns for the fellows ensemble's performances and tours
- Build awareness of the Impact Fellowship among target audiences locally and globally: educational institutions, music venues, faith communities, media platforms, major artists, etc.

Impact Storytelling & Reporting

- Tell the stories of JYC participants, alumni, and fellows in ways that are honest, dignified, and compelling
- Design annual impact reports and donor communications in collaboration with the development team

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- Working with a local team, document tours, retreats, workshops, and performances through photo, video, and written narratives

Qualifications

Required

- 5+ years of experience in communications, marketing, journalism, or a related field
- Exceptional writing and editing skills in English; ability to adapt voice for different audiences and platforms
- Demonstrated experience building or significantly growing a brand or communications function
- Excellent graphic designer: strong visual sensibility and experience with design tools (Canva and Adobe Creative Suite)
- Video production and editing skills (even smartphone-quality storytelling counts)
- Proficiency with social media management, email marketing platforms, and basic analytics
- Deep comfort working across cultural contexts, particularly in sensitive conflict-related environments
- Self-directed and entrepreneurial; able to build systems from scratch and manage competing priorities
- Passion for JYC's mission of building understanding across divides through music and dialogue
- Familiarity with the Israeli-Palestinian context and sensitivity to the narratives of all communities involved

Preferred

- Experience in the nonprofit, peacebuilding, or social impact sector
- Proficiency in Arabic and/or Hebrew in addition to English
- Experience marketing programs to international or cross-cultural audiences
- Background in or appreciation for choral music, performing arts, or music education

Position Details

Employment Type: Full-time

Compensation: \$75,000

Location: Remote-friendly, with preference for candidates based in Washington, DC, Boston, or Jerusalem. Regular travel may be required.

Reports To: Jackie Dentino, Managing Director, Friends of the Jerusalem Youth Chorus

Start Date: Spring/Summer 2026 (flexible)

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Benefits: Competitive benefits package including health insurance, paid time off, retirement, and professional development support

How to Apply

Please submit a resume, a cover letter explaining your interest in JYC and this role, and 2–3 work samples (e.g., a social media campaign, newsletter, press release, video, or brand project) to jackie@jerusalemyouthchorus.org. Applications will be reviewed on a rolling basis.

JYC is committed to building a team that reflects the diversity of the communities we serve. We strongly encourage applications from Palestinian, Israeli, and other candidates from conflict-affected backgrounds, as well as candidates from historically underrepresented groups. We believe the most powerful communications come from people who understand the stakes of this work firsthand.

www.jerusalemyouthchorus.org