



The Jerusalem Youth Chorus

Digital Communications

Request for Proposal

8/12/24

This position can be based in Jerusalem or remotely.

Position Status:

- Contractor/1099
- 20 hours/week

About JYC

The Jerusalem Youth Chorus is a choral and dialogue program for Palestinian and Israeli youth in Jerusalem. Our mission is to provide a space for these young people from East and West Jerusalem to grow together in song and dialogue. Through the co-creation of music and the sharing of stories, we empower youth in Jerusalem with the responsibility to speak and sing their truths, as they become leaders in their communities and inspire singers and listeners around the world to work for peace, justice, inclusion, and equality.

We envision a Jerusalem—and a broader Israel-Palestine—defined not by hatred, division and injustice, not by occupation, terror, and violence, but by acknowledgement of a shared connection to place, celebration of individual and collective belonging to that place, and systems that allow that belonging to be equally realized by Jews, Christians, and Muslims, Palestinians and Israelis alike. We reject attempts to pit Arabs and Jews, Israelis and Palestinians, against one another in service of systemic violence that robs all of their agency to even imagine, let alone choose, a different way. Instead, as we create a home for all in the chorus, we seek to show what Jerusalem *could* be - and use our songs and stories, within a broad ecosystem of change, as a catalyst to bring that future about.

About the Proposal

Now in our second decade, JYC is at a critical point of organizational growth. Since the current war began on October 7th, the world's eyes and ears are on our singers like never before. We have performed on the national platforms [America's Got Talent](#) and [TED](#), recordings which have received over 5 million views in just one month, and recently released a new single on [Spotify](#). We have a critical opportunity to amplify our message for peace and to demonstrate that there is a proven alternative to violence. Now is the time for JYC to seize this moment and scale our programming to other locations in Jerusalem, and eventually across the broader Israel-Palestine.

Thanks to an incredibly generous anonymous donor, JYC is able to hire our first ever tri-lingual communications team. We are looking for an individual or team who can provide communications



strategy and expertise in English, Hebrew, and Arabic, primarily focused on social and digital media. This individual or team will work closely with JYC's US- and Jerusalem-based staff to accomplish the following goals in the next 12 months:

1. Increase our Instagram followers by 56% from the current 5,769 to 9,000
2. Increase our Facebook followers by 70% from the current 4,379 to 7,500
3. Develop our new TikTok account
4. Cultivate and maintain our Patreon account
5. Strategize and implement our email communications and meaningfully increase our mailing list while maintaining our currently high open and click-thru rates
6. Maintain consistent messaging that is strategically segmented across platforms
7. Collaborate with our fundraising staff on online fundraisers and development efforts

You will be asked to drive the content strategy for JYC's social media platforms with staff and intern support both in the US and on-the-ground in Jerusalem. Authentically representing JYC's voice and mission is of the utmost importance while driving traffic to our website and collaborating with our fundraising staff to eventually convert social media engagement to revenue.

This is a contract position estimated at a total of 20 hours/week. We have a budget of \$50,000 USD for this team for the year. The work schedule and location are flexible, but the successful candidate(s) will be able to hold some availability for video meetings during normal business hours in the US (Monday - Friday 9am - 5pm EST) and Jerusalem (Sunday - Thursday).

About You

- You are an individual who speaks and writes fluently in English, Hebrew, or Arabic, or some combination thereof;
OR
- You are a small team that is able to offer communications expertise in English, Hebrew, and Arabic
- You are a digital marketing and social media savant who is data-driven and passionate about leveraging social media to advance nonprofit missions
- You are comfortable working in a fast-paced environment with priorities that can change quickly based on world events and performance opportunities
- You are passionate about music as social change, music education, peace-building, and/or Middle Eastern culture and affairs

Show us what you have to offer! Please submit a 1-3 page written proposal, 3 work samples, and a proposed budget to JYC's Director of Development, Jackie Dentino, at jackie@jerusalemyouthchorus.org. The subject line should include "Request for Proposal".