



## Seeking: Communications Manager

The Or HaLev: Center for Jewish Spirituality and Meditation is seeking an independent contractor to serve as a part-time Communications Manager, managing all Or HaLev communications in our English speaking markets, and to serve as a primary point of contact for our US partners and students. Salary commensurate with experience.

In consultation with the Executive Director, the Communications Manager (CM) will be responsible for crafting and executing the Or HaLev communications plan. Ranging from individual students to full markets, the CM will work to insure that Or HaLev constituents feel connected to Or HaLev and nourished by the wisdom we offer.

### Description of Functions

- General
  - Serve as a member of the global Or HaLev team, working to advance our mission to offer mindful Jewish practice as a vehicle for improving our lives, our community and the world.
  - In collaboration with the Spiritual Director, vision and shepherd Or HaLev's participation as a thought-leader in the global Jewish landscape including in local media, conferences, foundations, academia, the Jewish innovation sector, and among other thought-leaders.
  - Spearhead the creation of the Annual Stakeholders update, persuasively telling the story of Or HaLev's growth and accomplishments each year.
  - Collaborate with Israel counterparts responsible for communications in Heberw.
- Social and Digital Communications
  - In consultation with the Executive Director, revise and refine the Or HaLev communications editorial calendar.
  - Collaborate with the content creation team to vision, craft and collect content bites to share with the Or HaLev community.
  - Grow and maintain Or HaLev's social media presence on all relevant platforms by sharing Or HaLev wisdom, news, recommendations, etc.
  - Solicit content, design and maintain Or HaLev's monthly digital newsletters.
  - Innovate and implement creative methods of connecting with Or HaLev's students in the digital space.



- Local Markets
  - In consultation with the Executive Director, select 3-5 English speaking target markets annually. Complete a market analysis of each market and design an appropriate targeted communications/engagement plan.
  - Drawing upon the wisdom of Or HaLev's past experience, test and evaluate local approaches to engagement, including seeding local sit groups, collaboration with local organizations, students and leaders, hosting and/or co-sponsoring of local Or HaLev' programs and engagement with Or HaLev's global digital offerings.
  - Offer direct support to local Or HaLev sit groups in selected target markets.
  - Support the Executive Director in development efforts in selected target markets.
  - Represent Or HaLev at conferences and other networking events.
- North American Retreats
  - Serve as liaison for all North American retreats, including serving as the point of contact for the retreat center, local faculty, co-sponsors and organizational partners.
  - Spearhead recruitment efforts for North American retreats.
  - Seek out leads for new retreat markets and new retreat junior faculty.
  - When possible, serve as retreat manager on North American retreats.

#### Job Requirements:

- Excellent interpersonal skills, oral and written communication in English. Hebrew proficiency preferred.
- Disciplined, self-starter, able to work independently to achieve fulfill expected roles and responsibilities.
- Social media and digital native
- Access to a computer and internet connection. Experience with CRM, Mailchimp, Excel preferred.

To apply, please send cover letter and c.v to [orhalev.connect@gmail.com](mailto:orhalev.connect@gmail.com).



All members of the Or HaLev team affirm the following core values which inform all of our work.

- ✿ Judaism is a source of deep wisdom and tools to effect transformation (tikkun) of ourselves, our community, our world and God. Such repair has always been the ultimate goal of the Jewish mystical tradition.
- ✿ Transformation occurs through discipline and practice, and requires concrete techniques and technologies (i.e.. mitzvot) of self-development. Other traditions also have wisdom and tools, and we are open to drawing on those techniques that aid our transformation.
- ✿ The fundamental goal of transformation (tikkun) is to make us better people. This includes:
  - Honoring the sanctity of all beings, made in the image of God, in our dealing in the world.
  - Awakening to the joy and wonder of everyday life, thereby awakening to divinity.
  - Radical openness to the variety of human experience, pleasurable and painful, just as they are, thereby honoring the sanctity of each moment and each being.
  - Developing wisdom, understanding and insight.
  - Celebrating our intrinsic belovedness, as a children of the divine.
- ✿ The goal of spiritual practice is self-transformation, not spiritual states (i.e. ecstasy, bliss, etc.). Ecstatic states are valuable only to the extent that they aid in transformation.
- ✿ Our teachers are themselves on the path of transformation, succeeding and failing, and sharing their journey with their students.
- ✿ Spiritual community is a crucial component of self-transformation. We work together to tend our spiritual community.
- ✿ We make no distinctions between small and large tasks, small and large actions. The way we do our work and the way we treat one another are always guided by our values.
- ✿ Honoring the gifts we have received from our tradition, we commit ourselves to sharing this practice with others.