

Birthright Israel Marketing Internship

Fall 2022



MARYLAND
— HILLEL —



תגלית • TAGLIT
BIRTHRIGHT ISRAEL

The Maryland Hillel Birthright Israel Marketing Internship will utilize an incoming or alumni Birthright Israel participants to share their passion for Israel, learn social media and marketing strategies, and recruit participants for our Winter 2023 trips. The internship will take place from September through December. This is a **paid** opportunity.

What can you expect from this internship?

- Gain experience building marketing and social media campaigns for peers focused on generating interest in Birthright Israel
- Improve organizational and time-management skills by posting regularly, tracking metrics
- Be creative and develop marketing and recruitment skills
- Engage in conversations and expand perspectives on Jewish identity and Israel
- Bond as a team with other Birthright Israel Recruitment Interns
- A stipend at the end of the semester

What's the expected commitment and general overview of the internship?

- Attend and participate in biweekly meetings
- Help organize a comprehensive marketing plan and regularly execute posts, stories, and interactions
- Manage the "Israel" PhotoCircle
- Represent Maryland Hillel and the Birthright Israel program on social media (e.g. posting on personal accounts, contributing content for Maryland Hillel profiles)
- Create creative methods to increase interaction on social media and Instagram
- Connect with new students through social media interactions and maintain connection with engaging stories and content
- Capture photos at Hillel and Birthright events
- Reply to emails/messages in a timely and professional manner and give weekly reports on marketing metrics
- Work collaboratively to recruit over 100 Terps for Birthright Israel this Winter