

## **Job Description: Marketing and Recruitment Manager**

### **Position Overview:**

The Marketing and Recruitment Manager will be responsible for overseeing and implementing Marketing and recruitment efforts across England, Israel, Canada, and the USA to enroll a minimum of 60 teens (ages 16-19) annually into the Stepping Stones Nature Initiative. This role includes developing and executing marketing strategies, managing advertising campaigns, and building connections with schools, rehabilitation centers, community leaders, therapists, camps, and gap year programs

For more information about the program: <https://steppingstones.org.il/>

### **Key Responsibilities**

#### **Marketing and Advertising:**

- Develop and implement comprehensive marketing strategies to promote the Stepping Stones Nature Initiative across multiple countries.
- Create and manage targeted advertising campaigns across various platforms (social media, print, online).
- Design and produce marketing materials such as brochures, flyers, and digital content.
- Monitor and analyze the performance of marketing campaigns, making adjustments as necessary to optimize results.

#### **Recruitment:**

- Identify and establish connections with existing schools, rehabilitation centers, and other relevant institutions through personal connections and our robust existing database.
- Develop and maintain relationships with community leaders, including rabbis, guidance counselors, and therapists.
- Engage with camps and gap year programs to promote the initiative and recruit participants.
- Organize and attend recruitment events, presentations, and informational sessions to attract potential participants.
- Build and maintain a network of contacts across England, Israel, Canada, and the USA to support recruitment efforts.
- Manage and track candidate and participant data in the CRM system.
- Prepare monthly and quarterly reports on marketing and recruitment activities, including key performance indicators (KPIs).
- Analyze trends and identify opportunities to recruitment processes.

### **Budget Management**

- Responsibly manage the marketing and recruitment budget.
- Evaluate cost-effectiveness of various marketing activities and recommend resource allocation.

### **Admission Processes**

- Manage the admission process for program candidates, including initial screening of applicants.
- Conduct preliminary interviews with potential candidates.
- Assist with the scholarship process when needed.
- Coordinate and relay relevant information to the admissions team for decision-making.
- Contact candidates to update them on their admission status.
- Collaborate with the professional team to assess candidates' suitability for the program.
- Identify and implement improvements in the admission process to streamline and enhance the candidate experience.

### **Qualifications:**

- Proven experience in recruitment or sales, preferably in related sectors such as a rehab, camp, school, or similar.
- Excellent communication and interpersonal skills.
- Ability to work independently and as part of a team.
- Strong organizational and project management skills.
- Ability to travel internationally as required.
- Proficiency in English and Hebrew; additional language skills are an advantage.
- Experience working with at-risk youth or in a similar field is a plus.

### **Advantages:**

- Competitive salary and benefits.
- Opportunity to make a significant impact on the lives of at-risk youth.
- Receive up to 10 hours of secretarial support every week, for setting up phone calls and sending emails
- Receive graphic design staff member to design ads and marketing materials

To apply for this position

[https://docs.google.com/forms/d/e/1FAIpQLSdk\\_AL90UIP\\_mSf\\_QrGUbOnPqJLc1-XS3yzh5BO5j6lQeiVdw/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdk_AL90UIP_mSf_QrGUbOnPqJLc1-XS3yzh5BO5j6lQeiVdw/viewform?usp=sf_link)