



**BaMidbar Wilderness Therapy**  
**Digital Communications Coordinator**  
**POSITION DESCRIPTION**

**THE PROGRAM**

BaMidbar Wilderness Therapy promotes whole-health wellness in the Jewish community by elevating the conversation around mental health and providing wilderness-based journeys of self-discovery, hope, and healing. BaMidbar hosts three core programs: 4-week therapeutic expeditions for Jewish young adults (18-28 year olds); 4-week adventure and wellness programming for adolescents (15-17 year olds), and an 8-day experiential educator course. All of our core programs use nature and adventure-based experiences as part of a therapeutic process that promotes emotional, physical, and spiritual wellness; use Jewish metaphor and storytelling to build personal as well as Jewish identity and values; support individuals in building strong and healthy relationships; and, increase open dialogue around mental health and addiction in the Jewish community

**Position Type:** Part-time

**Reports To:** Director

**Schedule:** 7-10 hours per week

**Location:** Remote

**Compensation:** \$15.00-\$22.00 per hour

**POSITION PURPOSE:** The Communications Coordinator will be involved in producing and disseminating all of BaMidbar's digital communications. They will support the implementation of BaMidbar's marketing and outreach strategy.

**RESPONSIBILITIES**

- **Social Media:** Manages all social media campaigns to promote BaMidbar's programs and events including posts three times per week across multiple platforms like Facebook, Instagram, Twitter, Snapchat, LinkedIn, and Youtube.
- **Newsletters:** Oversee formatting and distribution of monthly newsletters and blogs.
- **Promotion:** In collaboration with Director, oversees general communications efforts. In addition to social media and newsletters, this includes: maintaining website content, event promotion, and direct mail initiatives. This may include editing short video clips and photographs for marketing efforts.
- **Graphic Design:** Develop and disseminate creative and visually appealing branding and messaging that promotes BaMidbar across various media platforms including e-newsletters, print, grassroots marketing efforts, press releases, direct mail, web content, blogs, and social media.
- **SEO/Analytics:** Understand, monitor, utilize, and implement a marketing strategy around search-engine-optimization, social media and google analytics to drive business and communications efforts.



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**QUALIFICATIONS:**

- Knowledge and understanding of social media strategy, email marketing services, basic website development and management, and marketing analytics
- Proficiency in WordPress, Google Analytics, Photoshop, Canva, and Constant Contact
- Excellent oral and written communication skills, including ability to write copy
- Ability to manage multiple projects at a time
- Graphic design and marketing experience preferred
- Strong creative, strategic, analytical, organizational and personal skills
- Experience in overseeing the design and production of print materials and publications preferred
- The ideal candidate has a deep understanding of wilderness therapy and/or Jewish summer camps or Jewish educational organizations

**TO APPLY**

Please send a cover letter and resume to [joryh@bamidbartherapy.org](mailto:joryh@bamidbartherapy.org) . The subject line of the email should read *Communications Coordinator Application*. Please explain why you are interested in the position, and why you would be the best candidate for the position.