

**Israel Ministry of Tourism – Midwest Region USA (Chicago based) –
PR and Communications Director**

Who are we and how do you fit in?

The Israel Ministry of Tourism's mission is to promote travel to Israel. To achieve our goal, we work closely with:

- The North American and Israeli travel industry (tour operators, consortia, travel advisors and airlines).
- Media (general, travel focused, and faith based).
- Christian denominations, churches, pastors, and key decision makers.
- Jewish congregations and organizations.

We are looking to hire a PR director for our Midwest Region Israel Government Tourism Office (IGTO) – in charge of promoting travel to Israel on the National level as well as the Midwest United States, based in Chicago. The candidate will be heading Christian focused PR for Israel to North America and will be part of the North America PR Team that is spread across the various North America IGTOs. They will be responsible for working with Christian media (traditional and new/social media), influencers, opinion leaders and will act as the liaison to our PR firm to reach Christian audiences through general media.

Day to day work will be initiating, cultivating, and maintaining relationships with media outlets, TV stations, radio stations, podcasts, journalists, bloggers, speakers, taste makers and more, with the aim of generating content and messaging that promotes travel to Israel. In addition, they will be involved in our Christian social media platforms (creating content and managing the accounts).

While we are an independent office, we work alongside our 5 offices in North America and the PR Director will work actively as a member of the North American PR team. In addition to working regionally, this position will work as a team member on different project and tasks at the national level.

The professional filling this position will be expected to strategize, plan, initiate, and lead PR activities resulting in the publication of Israel as a desired travel destination.

Job Responsibilities:

- Writing and implementing an annual PR and communication work plan for the Midwest Regional office and the National Christian PR in accordance with the instruction given by the Minister and Director General and in coordination with our North America PR firm
- Developing and maintaining relationships with general and travel focused offline and online media outlets resulting in written or video articles about travel to Israel
- Developing and maintaining relationships with Christian media outlets resulting in written or video articles about travel to Israel
- Creating presentations and speaking in public at events about travel to Israel
- Serving as a spokesperson for the IGTO director when needed – preparing points for written and TV interviews, podcasts and pitching new ideas
- Work with our HQ in Israel on professional and administrative documents – work orders, recommendation letters and others related to the project you are leading
- Assist in marketing activities and office related issues (attend conferences, help with webinars, creating presentations etc.)

Requirements:

- Bachelor's degree or higher
- A deep understating of the Christian faith-based world and media
- Work experience in PR
- Understanding of the travel industry
- Digital Savvy (FB, IG, snapchat, Tik Tok, LinkedIn etc.)
- Fluent English – fluency in Spanish and other languages an advantage
- Flexibility and willingness to work in unconventional hours if needed (including conferences and events during weekends)

Candidate must have good organization skills, confidence, sense of responsibility, resilience, willing to perform tasks that are out of his/her scope of work out of the desire to learn and be a part of a team, communication and negotiation skills, high stress tolerance.

General:

- Our office will be located in the South Suburbs of Chicago (physical presence required)
- This is a full-time job (8.5 hours workday) with frequent business trip (up to 30%)
- You will be reporting directly to the IGTO director

Please submit a cover letter and resume to: jilld@goisrael.gov.il with PR and Communication Director in the subject line.