



## Maccabi Media Program Coordinator/Producer

Maccabi USA is seeking a creative and organized individual to serve in a new, grant-funded position, Maccabi Media Coordinator/Producer. The selected individual will be responsible for all aspects of implementing the Maccabi Media program under the direction of the Senior Director of Strategic Initiatives and the Maccabi Media Program Chair. The coordinator will manage all three phases of the program including: preparing for the Maccabiah, serving as the lead field producer during the Maccabiah, and archiving/creating follow-up videos and materials.

### About Maccabi Media:

The Maccabiah is all about bringing the Jewish community together. Despite being the world's third-largest sporting event and one of the largest gatherings of Diaspora Jewry, the ability for supporters to travel to Israel and experience the Maccabiah first-hand is limited. Maccabi Media was created to address this concern and increase Jewish engagement with the Maccabiah both at home and in Israel. In July 2022, Maccabi USA will bring 14 young journalists, under the direction of two professional mentors, to report on the 21<sup>st</sup> Maccabiah. The cohort will consist of high school and college students as well as recent graduates who will take photographs, write stories, and broadcast live through an online streaming platform. Engaging in their passion for Judaism, Israel, sports, and journalism, this next generation of media influencers will share the daily experience of the Maccabiah with a broad audience back home, posting stories, video updates, features, and results, and providing live-streamed game commentary. This coverage will make family, friends, and the larger Jewish community (including our partners at Jewish summer camps, JCCs, and synagogues) feel like they are a part of this special global event in real time.

This is an 18-month grant-funded position.

### Maccabi Media Program Coordinator/Producer Responsibilities:

- Manage recruitment, application process, and selection of Maccabi Media participants
- Create marketing materials for the project
- Envision and facilitate training sessions for participants
- Coordinate with the Maccabi USA Program Team including:
  - Participant paperwork
  - Maccabiah registration
- Coordinate program logistics including:
  - Media assignments
  - Broadcast schedules
  - Mentor schedules

- Equipment details
- Support website and social media development as needed in preparation for the games
- Serve as lead field producer during the Maccabiah, managing all program details
- Coordinate the upload of all media/video to the website and social media
- Troubleshoot issues in the field
- Archive and catalogue footage and images post Maccabiah
- Produce highlight videos/reels post Maccabiah
- Direct all Maccabi USA social media before, during, and after the games with a focus on building the brand, engaging our community, and increasing followers
- Available to attend and run all training beforehand and to travel to Israel for entire 21<sup>st</sup> Maccabiah in July 2022

Qualifications:

- Bachelor's degree
- Minimum three years professional experience in a related field
- Excellent verbal and written communication skills
- Experience in marketing
- Proficient in video production/editing
- Highly organized
- Demonstrated proficiency in the use of social media including post development, engagement tracking, and analytics

For more information contact Dan Kurtz at [dkurtz@maccabiusa.com](mailto:dkurtz@maccabiusa.com)

About Maccabi USA:

Maccabi USA (MUSA) is a federally recognized not-for-profit 501(c)(3) organization with an extensive history of enriching Jewish lives through athletic, cultural, and educational programs. MUSA is the official sponsor of the United States team to the World Maccabiah Games and the Pan American and European Maccabi Games, as well as a sponsor of the JCC Maccabi Games for teens in North America. As the official Maccabi representative in the United States, Maccabi USA supports Jewish athletic endeavors, enhanced by cultural and educational activities in the US, Israel and throughout the Diaspora.

Maccabi USA develops, promotes, and supports international, national, and regional athletic-based activities and facilities. It strives to provide Jewish athletes all over the world the opportunity to share their heritage and customs in competitive athletic settings. MUSA supports programs that embody the Maccabi ideals of Jewish Continuity, Zionism and Excellence in Sport. Maccabi USA Builds Jewish Pride Through Sports.

Maccabi USA is a US Olympic and Paralympic Committee (USOPC) Affiliate Organization, one of 38 Affiliates nationwide to be recognized by the USOPC for its ability to cultivate a national interest in sport and increase opportunities for participation internationally, nationally and at the grassroots level.