



## JEWISH COLORADO DIGITAL MEDIA MANAGER JOB DESCRIPTION

**TITLE:** Digital Media Manager

**DEPARTMENT:** Advancement

**FLSA STATUS:** Exempt

---

**FUNCTION SUMMARY:** The Digital Media Manager works closely with the Director of Communications/ Content Strategist and is responsible for social media and web content and implementation of digital communications, email marketing campaigns, social media, and website maintenance. The person in this position also assists the Advancement Team in meeting fundraising and organizational goals through the creation of compelling online content.

**REPORTS TO:** Director of Communications/ Content Strategist

**SUPERVISES:** N/A

### **ESSENTIAL RESPONSIBILITIES:**

1. Develops and brainstorms new and creative growth strategies through digital marketing.
2. Identifies constituents and their current and future needs, understands Colorado Jewish community trends, and stays up to date with marketing trends and best practices.
3. Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.
4. Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
5. Contributes to communications effectiveness by identifying short- and long-term issues that must be addressed.
6. Creates social media strategies that grow our reach and maintain our brand voice.
7. Designs creative and branded emails, social media posts, and other marketing materials.
8. Manages JEWISHcolorado's website and provides ongoing updates and maintenance.
9. Serves as the department administrator by managing the general JEWISHcolorado marketing email inbox, organizes the team's workflow, and helps set the agenda at weekly marketing meetings.
10. Assists with video creation either internally or with an external video production company, when required, including content generation, creative direction and editing.



11. Supports internal teams with production assistance, event setup and strike, and on-site digital marketing (requires moderate physical activity).
12. Attends weekly department meetings and meetings with internal teams.
13. Collaborates with internal teams to create strategies and to optimize website user experience.
14. Organizes and maintains **digital media library**, including partner organization logos, photographs, videos, etc.
15. Performs other duties as assigned.

**OTHER REQUIREMENTS:**

1. Exhibits a strong understanding of the following:
  - a. Wordpress or other CMS
  - b. CSS/HTML/XHTML
  - c. Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premier Pro)
  - d. Google Analytics
  - e. Facebook and Facebook Ads, Twitter, TikTok, Instagram and other platforms
  - f. Office Suite (Excel, Word, PowerPoint, Outlook)
  - g. Knowledge of SEO and SEM techniques.
2. Demonstrates an ability to read, interpret, compose and present technical information.
3. Interacts independently, positively and proactively with donors, vendors, volunteers, committee members, and JEWISHcolorado employees.
4. Performs miscellaneous job-related duties as assigned, including data management and correspondence.
5. Takes direction from supervisor and responds to requests in a timely fashion.
6. Demonstrates excellent communication skills both verbally and written including copywriting and proofreading.
7. Shows computer proficiency in Windows and Mac environment.
8. Exhibits strong organizational skills with the ability to prioritize and work on multiple projects simultaneously while maintaining quality of work.
9. Demonstrates ability to think strategically, plan, and manage projects with minimal supervision.
10. Has a strong attention to detail.
11. Demonstrates discretion when handling and communicating sensitive information.
12. Demonstrates ability to work cooperatively inside and outside the department utilizing tact, diplomacy, and a professional manner.
13. Exhibits an ability to set and meet deadlines in a fast-paced environment.
14. Proves to be self-motivated and capable of working both independently and as a member of a team.
15. Shows a positive attitude and willingness to do whatever it takes to get the job done.
16. Expresses sensitivity to Jewish culture and traditions
17. Proves to be punctual and reliable.



18. Commits to occasionally working irregular hours, including nights and weekends that involve organizational events and meetings.

**Required Experience:**

1. Bachelor's Degree in a relevant field is required
2. Minimum of three years' experience in a professional marketing role.
3. Minimum of three years' experience in a social media marketing role.
4. Experience working with fundraising or non-profits is preferred.
5. Knowledge of the Jewish community and its institutions is preferred but not required.

**Position Type:** 37.5-hour per week, exempt; 4 days per week in office.

**Salary:** \$55,000 - \$60,000. Benefits include vacation, sick leave, FSA, HSA, HRA, life insurance, health, dental, and vision, 401(k) match, long-term and short-term disability.

*For more information and to apply: Submit cover letter & resume to [staffing@jewishcolorado.org](mailto:staffing@jewishcolorado.org)*