



Minneapolis Jewish Federation Mission

We build community, care for the welfare of Jews everywhere and maximize participation in Jewish life.

Position Identification

TITLE: Digital Marketing Specialist

FUNCTIONAL AREA: Marketing

REPORT TO: Director of Marketing

STATUS: FT, Exempt

Minneapolis Jewish Federation is in search of an analytical and clever digital marketing specialist. **About you:** You're a bit of a techie. You like analytics, drip campaigns, solving complex problems, and the nuances of algorithms. You know Salesforce, enough html to be dangerous, and dabble in the Creative Suite; bonus points if you can find your way around Pardot. You know that a meeting isn't a meeting unless there is a platter of bagels, and you like to ask why before you ask how. **About us:** We are a group of compassionate, friendly people trying to make the world a better place from a collaborative office space in Minnetonka. We offer competitive pay, full benefits, and lots of carbs.

To apply, send resume, cover letter, salary requirements, and three samples of web or digital design/creative work OR a link to a portfolio to hvillars@jewishminneapolis.org.

Purpose

To support the Minneapolis Jewish Federation's mission to build community, care for the welfare of Jews everywhere and maximize participation in Jewish life by developing and implementing exceptional marketing strategies. The Marketing Specialist will work cross-functionally across teams, including Marketing & Communications, Development, and Community Impact & Engagement to achieve the organization's goals.

Position Requirements

EDUCATION: Associate's/Bachelor's Degree in Marketing or related field or commensurate experience and skills.

EXPERIENCE: 1-4 years' experience in creating, testing, and analyzing digital communications including email, social media, and website content. Ability to troubleshoot HTML and CSS, experience working with CMS such as Wordpress, experience in an ESP like MailChimp, Constant Contact, Pardot, or similar. Strong written and verbal communication skills.

CERTIFICATION(S): n/a

SOFTWARE: Proficiency with Salesforce, Wordpress, Mailchimp. Some knowledge of html, css, Adobe Creative Suite.

SCHEDULE FLEXIBILITY: Limited evenings and weekend are necessary for this position.



Key Areas of Responsibility

Program/Team/Function	Overall Position Expectation(s)
	<ul style="list-style-type: none"> • Responsible for year-round marketing strategy implementation in: email, social media, and web marketing and communications. • Segments, inputs, and manages data in multiple locations, including Salesforce, Mailchimp, Pardot, Classy, etc. Manages connections between same, including forms, payment processing, and event management. • Manages the hierarchy, organization, and content of organization's website and social media presence. • Creates, tests, and deploys emails from templates with internal client modifications. • Helps articulate processes for and tests of digital communications content. • Serves as Brand Manager for the Federation; ensures that all materials, Federation or otherwise, adhere to appropriate brand standards, including logo usage and placement • Works closely with outside vendors for website development, email, online payment processing, and more • Provides graphic design, layout, copy writing, and editorial and distribution support. • Participates in and attends Minneapolis Jewish Federation events

Organizational Responsibilities

- Uphold and exemplify the Minneapolis Jewish Federation's mission/vision/brand
- Exemplify customer service both internally and externally
- Attend Federation events as position requires
- Attend regularly scheduled staff meetings
- Other duties as deemed necessary to achieve organization/team goals

Employee

Date

Minneapolis Jewish Federation Representative

Date