



Minneapolis Jewish Federation

MINNEAPOLIS JEWISH FEDERATION ENVISIONS A JEWISH COMMUNITY THAT IS **EMPOWERED, ENGAGED, AND INSPIRED** TO REALIZE ITS FULL POTENTIAL.

Position Identification

TITLE: Senior Digital Marketing Manager

REPORTS TO: Director of Marketing & Communications

STATUS: FT, Exempt

Minneapolis Jewish Federation is in search of a Senior Digital Marketing Manager to lead the ongoing development and management of digital channels and campaigns to increase engagement, elevate brand awareness, expand social media reach, drive website traffic, and grow our email subscriber base.

ABOUT YOU: You are a digital guru with a unique blend of creativity and strategic thinking. You enjoy exploring innovative and fresh ideas for content while navigating the dynamic digital marketing sphere with data-driven insights. You have an eye for design, 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 in a collaborative (hybrid) work environment with an office in St. Louis Park. We offer competitive pay, full benefits, and lots of carbs.

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

Position Requirements

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

TECHNICAL EXPERIENCE: 5+ years' experience in digital marketing and communications

- MailChimp expert
- Meta Ads Manager expert
- WordPress skills to manage, build and update pages
- Google ads and Google analytics
- SEO and SEM techniques
- Adobe Creative Suite (InDesign, Photoshop, Premier Pro)
- Computer proficiency in Mac environment



Core Competencies

- Excellent communication skills both verbally and written
- Strategic thinking and problem solving with minimal supervision
- Creativity, good design sense, and strong attention to detail
- Demonstrated ability to read, interpret, and present technical information
- Up to date with digital marketing trends and best practices
- Ability to manage time and meet deadlines in a fast-paced environment
- Self-motivated and capable of working both independently and as a member of a team

Key Areas of Responsibility

- Collaborate with Marketing Director to define objectives and develop digital campaign solutions for unique target audiences
- Partner with project teams to brand, design, position, and digitally market events and programs
- Assist with the development and execution of online fundraising efforts
- Brainstorm and implement new and creative growth strategies through digital marketing
- Generate and present digital marketing reports and analyses for feedback
- Optimize the functionality of our public facing digital infrastructure

EMAIL (MAILCHIMP)

- Plan, design and execute email launches to reach and engage our target audiences
- Manage email database and provide improvement strategies to help organize audiences
- Advise on email best practices to adapt to changing trends and audience preferences
- Track and interpret metrics related to engagement and campaign performance to optimize marketing strategies and enhance communication effectiveness

SOCIAL MEDIA (FACEBOOK, INSTAGRAM, LINKEDIN)

- Design, schedule and post social media content
- Evaluate and recommend social media strategies that grow our reach and maintain our brand voice
- Monitor social media channels for mentions, comments, and messages, to gain insights and track engagement



Key Areas of Responsibility cont.

WEBSITE (WORDPRESS)

- Manage website and provide ongoing updates and maintenance
- Manage SEO optimization and assess online website traffic
- Design and build new web pages as needed
- Ensure email collection and welcome journey efficiency with integration into email platform

OTHER (helpful)

- Front-end development coding skills using HTML and CSS
- Online data collection platform (Form Assembly) – Manage and build online forms
- Display advertising – Understand, research and present new opportunities to amplify the reach and impact of our initiatives, using platforms such as Google Ads, Facebook Ads, and Display Network
- Video – Content generation and editing. Occasionally work with a video production agency

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

Salary & Benefits

Salary: \$75,000-\$85,000

Benefits include paid vacation, sick leave, parental leave, disability, and life insurance; 401(k) match. Health, dental, vision and wellness plans available.