Position Title: Digital Communications Manager  
Department: National Office of Communications and Public Affairs  
Location: Hebrew Union College-Jewish Institute of Religion  
Brookdale Center  
One West Fourth Street  
New York, NY 10012  
Status: Full-time with benefits  
Salary: Commensurate with experience

About Hebrew Union College-Jewish Institute of Religion
HUC-JIR is the center of innovation for Jewish life and learning – preparing rabbis, cantors, leaders in Jewish education, Jewish nonprofit professionals, pastoral counselors, and scholars to apply their knowledge, commitment, vision, and expertise to strengthen and transform the Jewish community and larger world. We are the premier Jewish seminary in North America and the academic, spiritual, and professional leadership development center of Reform Judaism. Our students and alumni are leading a Jewish renaissance in North America, Israel, and around the globe as leaders in synagogues, schools, Hillels, hospitals, camps, the military, and Jewish organizations worldwide.

About Communications
With the arrival of our new president Andrew Rehfeld, Ph.D., Hebrew Union College-Jewish Institute of Religion has launched an investment in institutional communications activities to strengthen recruitment, philanthropic support, alumni and community engagement, thought leadership outreach, and public awareness. These efforts support our mission of developing the next generation of Jewish professional leaders and scholars.

About the Position
Supervised by the Director of Marketing and Communications, the Digital Communications Manager supports the comprehensive national program of communications and marketing directed by the Assistant Vice President for Communications and Public Affairs and led by the Vice President for Strategic Initiatives and External Relations. The Digital Communications Manager is an integral member of the National Communications team, working closely with the
Vice President of Strategic Initiatives and External Affairs, the Assistant Vice President, Director of Marketing and Communications, Digital Content Manager, Website Manager, and Manager of Special Projects and Events, to facilitate the implementation of digital communications. As HUC-JIR seeks to strengthen engagement, public awareness, and support, the Digital Communications Manager will promote, publicize, and advance institutional news, projects, programming, recruitment, and fundraising initiatives.

**Duties and Responsibilities**

- **Email Marketing:**
  - Manage email and e-newsletter campaigns, including but not limited to design and content creation; text, photo, and video editing; HTML development with Website Manager; departmental collaboration and review; and distribution
  - Optimize and implement best practices with an eye for user experience and engagement
  - Track delivery and generate analytics for all digital marketing, including website usage, with monthly reports, and provide recommendations for data-driven changes

- **Website Management:**
  - Collaborate with all College-Institute departments and programs to update website content on a daily basis, including but not limited to text, photo, and video editing; and the creation of new webpages responsive to the needs of colleagues

- **Digital Marketing:**
  - Assist with the creation and management of digital marketing platforms including but not limited to Google Ads and AdRoll
  - Brainstorm and develop creative marketing strategies and campaigns that support strategic goals
  - Ensure brand identity and increase brand awareness

- **Campaign and Event Marketing:**
  - Assist with the creation of digital and print marketing material, invitations, and programs for campus-specific and national events and development campaigns

**Essential Attributes**

- Ability to work collaboratively with a wide variety of constituents and office colleagues
- Excellent oral and written communications
- Ability to organize, multi-task, perform under pressure, and complete projects with time deadlines
- Experience interacting with external media outlets and vendors (graphic designers, printer and mail house production companies, etc.)
- Facility to provide information with clarity, courtesy, and tact
- Judgment necessary to handle delicate and confidential circumstances and information
- Willingness to work extended hours when necessary to meet deadlines
Minimum Qualifications

- Expertise or advanced experience in:
  - Email communications, writing, development, and distribution
  - Drupal and/or Wordpress content management systems
  - Microsoft Office: Outlook, Word, Excel
- Proficiency with graphic design and branding
- Photography and videography skills desirable, but not required
- Ability to organize, multi-task, and complete projects with time deadlines
- 5+ years experience in digital marketing and communications
- Bachelor’s degree required

Organizational Relationships
The Digital Communications Manager reports to the Director of Marketing and Communications.

Working Conditions of Employment
Work may require more than 35 hours per week to perform the essential duties of the position; normal office environment. This position is not benefits eligible.

Application Procedure
For immediate consideration, interested candidates should forward their resume and cover letter to jrosensaft@huc.edu with Digital Communications Manager in the subject line. Candidates selected for employment are subject to background check.

Hebrew Union College-Jewish Institute of Religion is an Equal Opportunity Employer (EOE) and complies with all applicable laws and regulations regarding equal employment opportunities. Qualified applicants are considered for employment without regard to age, race, color, religion, sex, gender, gender identity and expression, national origin, sexual orientation, disability, or veteran status.