Position Title: Social Media and Digital Content 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 Social Media and Digital Content 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 of Strategic Initiative and External Affairs. The Social Media and Digital Content Manager is an integral member of the National Communications team, working closely with the Vice President of Strategic Initiatives and
External Affairs, Assistant Vice President for Communications and Public Affairs, Director of Marketing and Communications, Digital Communications Coordinator, Website Manager, and Manager of Special Projects and Events, to create strategy and facilitate the implementation of social media and digital communications. As HUC-JIR seeks to strengthen engagement, public awareness, and support, the Social Media Digital Content Manager will promote, publicize, and advance institutional news, projects, programming, recruitment, and fundraising initiatives.

**Duties and Responsibilities**

- Create a dynamic, forward-looking strategy and invigorate an active and engaged community through social media and digital content, including text, photography, video, online events, podcast production, and other multimedia platforms
  - Create dynamic content (text, image, video) to promote meaningful audience participation
  - Update HUC-JIR’s current social media channels, Facebook, Twitter, Instagram, and Vimeo, with appropriate and timely mission-focused posts three-four times per day
  - Inaugurate a YouTube channel
  - Create and monitor Wikipedia page for HUC-JIR
  - Create blog-like content for “Meet Our Community” page on new website with student, faculty, alumni, lay leadership interviews
  - Collaborate on strategy and content creation (text, video) with Development, Recruitment & Admissions, and Alumni Engagement Departments, respectively, to:
    - develop our LinkedIn platform
    - strengthen our Day of Giving and other fundraising campaigns
    - reach prospective students
    - sustain our outreach and alumni engagement
  - Produce social media content, video production, and collateral print/digital materials for major academic and community engagement events, including Graduation and Ordination, community online learning programs, etc
  - Seek out emerging social media avenues and ways of connecting with audiences
  - Oversee institutional department-specific social media accounts to ensure that they remain branded and mission-focused
  - Monitor analytics to make data-driven decisions to increase engagement and provide regular reports of social media projects
  - Participate as a member of the Web Team creating a new institution-wide website (huc.edu):
    - Help create new and engaging content (text, video, podcast)
    - Update content within CMS
  - Assist with print and digital communications: writing, proof-reading, and production of marketing materials, press releases, letters, invitations, et al
**Essential Attributes**

- Ability to work collaboratively with a wide variety of constituents and office colleagues
- Excellent oral and written communications
- Facility with video editing and podcast production
- 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.)
- Ability 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**

- Excellent communications, writing, and interpersonal skills to communicate at all levels of the organization and with external vendors to provide information with clarity, courtesy, and tact
- Expertise and experience in social media platforms, Drupal 7, WordPress, and Microsoft Office
- Photography and videography skills desirable
- Experience with Photoshop/Canva and iMovie/Premiere desirable
- Ability to organize, multi-task, and complete projects with time-sensitive deadlines
- B.A. and 5 years of experience in social media, marketing, and communications

**Supervision Received**

Supervised by 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.

Please send resume and cover letter to jrosensaft@huc.edu.

*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.*