



JOB DESCRIPTION

Part-Time or Full Time Opportunity

POSITION TITLE: Digital and Graphics Specialist
COMPANY NAME: United Jewish Federation of Tidewater (UJFT)
REPORTS TO: Editor, Jewish News

The Digital and Graphics Specialist is responsible for developing and delivering digital communications initiatives and digital content in support of United Jewish Federation of Tidewater's strategic plan objectives. This is a key role in developing the digital content marketing strategy and managing content across the Federation's various websites, social media channels, and email platforms. This position will work with relevant stakeholders to ensure the efficient and effective integration of digital marketing communications within overall marketing and development activity. Required skills include a strong grasp of Google Adwords, Analytics and SEO best practices, proficiency in Microsoft Office, Adobe Creative Suite, Wordpress and HTML.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned. Under the direction of the Director of Marketing

- Oversee all constituent-facing digital communication channels.
- Develop and manage content on JewishVA.org, SimonFamilyJCC.org and other constituent sites.
- Formulate and implement social media content and strategy.
- Create, implement and evaluate email campaigns for donor, sponsor and member engagement.
- Proactively monitor donor and member email databases.
- Track growth and maintain analytics reports.
- Coordinate with all departments to develop digital communications messaging.
- Support development projects and other marketing/communication initiatives as assigned.
- Create digital content, including graphics as needed.
- Manage, monitor and optimize Google Adwords campaigns for Simon Family JCC products and initiatives.

EDUCATION and EXPERIENCE

- Bachelor's degree in communications, journalism, public relations or a related field.
- Minimum 3 years of work experience in digital communications; experience within the philanthropic/nonprofit sector is preferred.
- Demonstrated success in developing and managing social media accounts and digital campaigns to build brand and achieve business objectives.
- Experience with email campaigns, website content management systems and social media best practices.

- Experience managing paid digital channels, including social media and PPC, experience with Google grants management a plus.
- A strong grasp of SEO techniques and best practice.
- Ability to build collaborative working relationships with staff at all levels of the organization.
- Strong organizational skills and ability to meet deadlines.
- Exceptional written and oral communication skills.
- Proficiency in Microsoft Office, Adobe Creative Suite, Wordpress and HTML.
- Proficiency with a variety of email services; design and video skills also a plus.

The duties outlined in this job description are meant to be representative, but not all inclusive, assigned to this job. These duties may be amended at the discretion of the Editor.

Submit resume with salary requirement to: resumes@ujft.org

The United Jewish Federation of Tidewater (UJFT) is firmly committed to a policy of equal employment opportunity for all qualified persons without regard to race, color, religion, national origin, age, gender, sexual orientation, genetic information, non-disqualifying disability or military status.