

Job Title: Digital Communications Coordinator

The St. Louis Jewish Community Center has an opening for a full-time **Digital Communications Coordinator** to join our team. Full-time positions at the J are eligible for our employee benefits package which includes medical, dental, company paid life, long term disability and ad&d insurance, voluntary insurance, pension, 403b, membership and program discounts.

This position will work primarily Monday-Friday; however, it will also support events and programs outside of regular working hours, including occasional evenings and weekends. This position will office at our Creve Coeur location, but also will support programs and events at our Chesterfield facility.

Job Summary

Seeking an enthusiastic, creative thinker to innovate and maintain web-based, digital communications to support the St. Louis Jewish Community Center's various departments. This position will report to and work with the Digital Marketing Manager to implement initiatives to drive the J's overall success.

Responsible for day-to-day initiatives, such as social media management and content creation, online community management, video production, website graphic development and updates and more. This person will spearhead new online projects and stay on top of current trends that will raise the profile and awareness of the St. Louis Jewish Community Center through online communications, public relations and online community building.

Responsibilities:

Social Media & Online Community Management

- Drive and implement ongoing social media initiatives for the J's programs and brand
- Maintain and grow the St. Louis Jewish Community Center's social media presences in a manner that engages current members and brings in new audiences
- Schedule, create and publish content for the J's social media channels
- Maintain a social media content calendar for the J
- Assist with the creation and monitoring of advertising campaigns through social media platforms
- Track results and tweak campaigns through tools such as Google and Facebook analytics
- Seek out and implement newest online marketing trends
- Maintain and manage online listings and review sites such as Yelp, Google Business, etc. and leverage user feedback on these sites to promote the J
- Monitor online feedback through social listening and identify opportunities and threats in the social media and digital space.
- Provide benchmarks and analyze data from social media initiatives to inform future communications planning and other decision-making.
- Optimize digital communications for search engines and maximum performance on targeted social platforms

Public Relations

- Interface with Marketing Director on external and internal public relations and marketing projects as needed.
- Collect information from program staff to update online calendar of events (jccstl.org, Facebook events, news sites, community calendars, etc.)
- Assist in the creation, proofreading and dissemination of press releases to traditional media outlets, as well as online.

Online Content & Video Production

- Create content and update jccstl.org for the purposes of promoting programs online and search engine optimization
- Work collaboratively with J program staff to collect, generate and publish online content for jccstl.org, social media and partner websites
- Work collaboratively with the Digital Marketing Manager on video production to support and promote J programs and events through jccstl.org, social media, email marketing and J presentations
- Conduct keyword research to drive content creation and online advertising
- Maintain online properties: copywriting, editing, and managing online content (including assisting other marketing team members in the creation of marketing pieces that will be used online)

Other duties as assigned by supervisor

Qualifications

- High School Diploma or GED is required
- Bachelor's degree in Business, Marketing, English, Communications or related field is preferred
- Two+ years of professional experience in online marketing, web design or social media is preferred, may include internships
- Excellent written communication and proofreading skills required; writing samples required
- Demonstrated project management skills with the ability to meet deadlines and maintain quality is required
- Ability to work independently, as well as in teams, is required
- Expert Knowledge in WordPress, social media platforms and analytics is preferred
- Working knowledge of video shooting and editing (e.g., iMovie, Adobe Premiere Pro) is strongly desired
- Knowledge of basic public relations principles and practices is preferred
- Experience working with email marketing software and campaign management is preferred
- Proficiency with Microsoft Office products, Google Docs, etc. is required
- Passion for and knowledge of Jewish topics a plus but not required

For additional information about the J, please visit our website, www.jccstl.org

To apply for this position, please send your cover letter and resume to careers@jccstl.org . Please indicate the position you are applying for, "Digital Communications Coordinator," in the subject line of your email. Our application is available for printing from the employment section of our website. Please note this is not an online form.

The J is an Equal Opportunity Employer and participates in the Department of Homeland Security's E-Verify program.