



Institute for Jewish Spirituality™

Cultivating Mindfulness. Deepening Connection. Enlivening Jewish Life.

## **IJS Digital Content Manager**

**August 2022**

### **About Us**

The Institute for Jewish Spirituality (IJS) envisions a world in which spiritual practice is a vital part of Jewish life, leading to greater peace, compassion and justice. IJS's mission is to develop and teach Jewish spiritual practices so that individuals and communities may experience awareness, purpose, and interconnection.

Founded in 1999, IJS has led the development of our core practices of mindfulness meditation, tikkun middot (the cultivation of sacred character traits), Torah study, prayer, and embodied practices such as yoga. We are currently developing two additional core practices of Sacred Listening and Ritual Practice. Grounded in Jewish values and thought, these practices enable participants to deepen their inner lives and connect more mindfully with others, Judaism, and the sacred.

In 2022, IJS announced a strategic plan outlining growth in three major program domains: serving the spiritual needs of people across the lifespan, leadership development, and building the field of Jewish spirituality. In support of the strategic plan, IJS has secured over \$3.6 million in new multi-year commitments from individuals and foundations. These investments are the foundation of a combined \$16 million in grants, individual contributions, and program fees the Institute seeks to raise and earn over the next four years to achieve the plan's goals. The Institute seeks to expand and diversify its staff as a cornerstone investment in fulfilling its mission and strategic objectives, and as such we encourage candidates from diverse backgrounds to apply.

### **Summary**

The Digital Content Manager will write, design, proofread, and edit high-quality content; develop and manage an editorial calendar to ensure timely content; and collaborate with the Communications and Marketing team to ensure consistent brand messages across all channels. The content manager's role is to help IJS maintain a consistent brand identity and continue to build and support its online presence – our website, email, and social media platforms.

This position involves conceiving and executing marketing strategies, developed by the C+M Director and Senior Manager, to engage our constituents and to ensure that they feel connected and find value from our organization and its offerings. This role also collaborates and partners with staff from the Program and Development teams to develop content related to IJS initiatives and events.

This role will support the C+M Director and IJS senior leadership in making decisions about the target audiences' demographics and preferences to create multimedia content that raises brand awareness and increases engagement with our current and new audiences.

### **Responsibilities:**

- Write, edit, and proofread high-quality new content for the IJS website that engages visitors and encourages them to take action, e.g. purchase an IJS course, sign up for free offerings and newsletter, donate

- Write blog posts, articles, and other materials for online distribution by researching IJS's current content and other topics related to the field of Jewish Spirituality
- Create infographics to share with our audience across platforms
- Research topics to create content for blogs, websites, and other marketing materials
- Support marketing strategies that bring visitors to the IJS website for specific lead generation content, e.g. downloadable meditation recordings or pdfs
- Familiarize yourself with our brand and website to create content that supports IJS's objectives and desired identity
- Create targeted content for IJS's website and other platforms, e.g. social media, meditation apps
- Monitor web content strategy metrics and its effectiveness over time
- Brainstorm with Program and C+M team members to develop new ideas and support our strategic goals of diversifying our audience and increasing earned revenue
- Maintain a content marketing calendar that schedules all aspects of the creation and delivery of content throughout the year
- Use target keywords to write website copy that is optimized for search engines (SEO) while remaining entertaining, informative, and in keeping with IJS's voice
- Stay abreast of current best practices in the industry and review competitor websites

#### **Qualifications:**

- Ability to conceive and create fresh and appealing ideas for new content that supports IJS's brand identity
- Expertise with using SEO best practices to write creative copy that includes effective keyword placement
- Have a proven record of creating effective content for specific audiences and meeting deadlines
- Excellent verbal and written communication skills
- Experience with social media engagement strategies and best practices
- Strong skills in creating original content that targets a specific audience and meets our strategic goals
- Basic technical knowledge WordPress
- Audio and video editing skills
- Graphic design skills (Canva, or similar)
- Ability to read Hebrew a plus

#### **The successful candidate for this position will be:**

- Interested in mindfulness and spirituality from a Jewish perspective
- Committed to antiracism, diversity, equity, and inclusion
- Experienced and skilled at working remotely and independently
- Highly organized and excellent with details
- Able to proactively identify problems and propose solutions
- Both a self-starter and a team player who has a can-do attitude
- Someone who takes their work seriously while having a healthy sense of humor.

#### **Job Type and Salary:**

Position is full time with an annual salary of \$70,000-80,000 per year based on experience.

IJS is a remote work environment based in New York City. Staff convene 3-4 times per year in person.

#### **Hours of Work, Holidays, and Other Benefits**

- Full-time exempt position with paid vacation and sick time.
- Office is closed for most Federal and Jewish holidays.
- Travel for in-person staff meetings (approx. 4 per year), typically to New York City.

- Occasional weekend and evening events.
- Health insurance with an employer contribution towards premiums.
- 401k match.
- Other benefits include FSA account, Dependent Care Allowance, Life Insurance policy, access to IJS online courses.

### **How to Apply**

Candidates should send the following (with "Content Manager" as the subject) to: [careers@jewishspirituality.org](mailto:careers@jewishspirituality.org):

- Current resume
- Cover letter
- Three references (names and contact information, relationship) whom we can contact