



Role: Social Media & Digital Growth Associate
Organization: Institute for Jewish Spirituality
Reports To: Associate Director, Communications and Marketing
Status: Non-Exempt

About IJS

The Institute for Jewish Spirituality (IJS) is a sacred haven for nurturing the mind, body, soul, and spirit. Since 1999, we've had countless people navigate our turbulent world by learning to slow down, reconnect with themselves, and find a greater sense of purpose—all grounded in mindfulness and the deep wisdom of Jewish tradition. From guided meditation and contemplative text study to leadership training and retreats, IJS creates opportunities to become more mindful, compassionate, and resilient—and build a more just and peaceful world together. This role will be responsible for creating and maintaining a strong social media presence for IJS. They will implement online marketing strategies through social media accounts in an effort to increase brand awareness, engagement and conversions. Additionally, this individual will learn about IJS's target audiences and help create/implement strategies to reach those groups.

Job Description

This position involves executing marketing strategies developed by the Communications and Marketing (C&M) team to engage our constituents, ensure that they feel connected to and draw value from our organization and offerings, and convert followers into customers and donors.

We are looking for a **self-driven Social Media & Digital Growth Associate** who can manage our social channels, help increase engagement and turn brand awareness into more traffic, engagement, conversions, and long-term growth.

Strategy & Planning - Plan and execute social media growth strategies.

- Assist in development of overall social media strategy that aligns with IJS Digital Business Plan.

- Design platform and audience-specific tactics for Facebook, Instagram, LinkedIn, and emerging channels to increase followers and maximize engagement.
- Identify new growth opportunities for traffic and engagement by staying ahead of digital marketing trends.
- Update and maintain content calendars.

Social Media Management - Manage and grow IJS's online presence.

- Manage posting schedule across all social platforms, posting consistently and strategically.
- Ensure consistent, high-quality content cadence.
- Own and manage all IJS social media accounts, including SproutSocial.
- Implement strategy for converting followers into paying participants.

Content Development & Brand Integrity - Attract and engage followers.

- Implement IJS social strategy, including development and coordination of campaigns and content launches to increase reach and engagement of targeted age demographics.
- Oversee end-to-end content production, including creation of reels and graphic design. This includes: brainstorming content ideas, providing creative direction, curating engaging posts and turning ideas into published content.
- Draft high-impact copy, focusing on engaging hooks, clear calls-to-action (CTAs), and brand-aligned messaging that feels organic to the IJS voice.
- Build a library of branded templates and assets for scalable, ongoing content use.
- Adapt long-form and evergreen content into optimized, short-form social media posts.

Community Management & Growth - Grow organic engagement and conversion.

- Foster a positive online community by professionally responding to comments, messages, and inquiries professionally and on-brand.
- Engage with followers, industry accounts, and relevant communities.
- Lead outreach initiatives to identify, recruit, and manage relationships with influencers, affiliates, and brand partners.
- Assist IJS with expansion onto additional platforms as part of overall strategy.
- Leverage AI best practices, tools, and trends for growing followers and maximizing engagement and conversion.

Analytics & Performance Optimization - Improve results with data.

- Monitor and report on KPIs, including engagement rates, follower growth, and referral traffic.
- Provide data-driven insights and actionable recommendations to improve content performance.

- Stay abreast of current best practices in the industry and review/report on competitor/partner social media sites.
- Collect and analyze demographic and traffic data to support the C&M team in strategizing new multimedia content that raises brand awareness and increases engagement with our current and new audiences.

Communications and Marketing Administrative Tasks

The Social Media & Digital Growth Associate will take on additional Communications and Marketing-related tasks as needed. These may include but are not limited to:

- Supporting Development team with campaign communications
- Editing webpages and publishing blog posts
- Exporting and analyzing data
- Reviewing marketing and development emails
- Copywriting
- Video editing
- Managing swag inventory and other collateral

Key Requirements

- Experience: 3+ years in Social Media Management or Digital Marketing.
- Tools: Proficiency in Canva, content scheduling platforms (e.g., Sprout Social, Hootsuite), and native platform analytics. Experience with WordPress a plus. and basic graphic design skills (Canva, or similar)
- Storytelling Skills: Strong visual storytelling, audio and video editing (Reels/TikTok), and multi-audience copywriting. Excellent verbal and written communication skills.
- Relationship Management: Experience in influencer marketing, affiliate management, or community building.
- Strategic Growth: A track record of growing organic reach, engagement and conversion through data-backed experimentation. Experience with social media engagement strategies and best practices
- Adaptability: A proactive mindset with the ability to stay on top of ever-changing trends and platform algorithm updates.
- Initiative: A self-starter who is able to bring ideas from concept to execution.
- Content creation: Strong skills in creating original content that targets a specific audience and meets our strategic goals. Ability to conceive fresh and appealing ideas for new content that supports IJS's brand identity and strategic goals. Familiarity with AI-assisted content creation tools.
- Data and reporting: Understanding and interest in Google Analytics, Meta and other media platform analytics

- Interest: Knowledge, interest and curiosity about Judaism, spirituality, mindfulness, and/or meditation practices and a connection to the mission of IJS. Ability to read Hebrew is a plus.
- Values: A commitment to diversity, equity, inclusion and belonging that aligns with the values of IJS.

At IJS we believe that diversity of backgrounds, experiences, and perspectives drives innovation and helps us build better products for our community. We are proud to be an Equal Opportunity Employer.

We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status. We value unique voices and encourage anyone who meets the core qualifications of this role to apply, even if you don't check every single box.

If you require a reasonable accommodation during the application or interview process, please let us know at careers@jewishspirituality.org so we can support you.

Salary and Benefits

The hiring range for the position is \$55,000-\$60,000. Offers are determined by balancing many factors, including the candidate's skills and experience, organizational budget and priorities, and the cost of labor where the person will work.

IJS offers a competitive benefits package that includes four weeks of paid vacation, three weeks of sick time, four personal days, medical insurance with an employer contribution, and 401(k) match.

This position is remote with a hybrid option if the candidate lives in NYC.

To Apply

In lieu of a cover letter, please follow the link below to answer each of the following questions in 200 words or less:

1. Why do you want to work at the Institute for Jewish Spirituality?
2. What direct experience do you have managing social media accounts?

3. Tell us about a time you managed multiple projects simultaneously. How did you prioritize your tasks and ensure nothing fell through the cracks?

In the form you will also have an opportunity to upload your resume and share a work sample: A social media campaign that you developed and executed. In addition to the graphics and captions, please describe what audiences you tried to reach, the campaign goals, the data, and a short analysis of the effectiveness of this campaign.

Please submit your application by using [this link](#).