

# Jewish HomeLife Job Description

**Position:** Digital Marketing Manager

**Department:** Marketing

**Reports to:** Chief Marketing & Communications Officer

**FLSA Status:** Exempt

The Digital Marketing Manager is responsible for creating and managing digital content and delivery that positions Jewish HomeLife as a thought leader and premier senior care provider for older adults at any stage of the aging journey.

## Qualifications

1. Two to three years of digital marketing experience.
2. Hands on experience researching and writing content that drove high engagement, conversions, and performance rates. (Writing samples required)
3. Hands on experience with Wordpress or similar platform.
4. Proficiency in search engine optimization (SEO) optimization and best practices.
5. Working knowledge of social media channels including but not limited to Facebook, Instagram, LinkedIn and YouTube.
6. Understanding of analytics, measurement and reporting including but not limited to Google Analytics and Facebook Insights.
7. Knowledge of senior care industry helpful but not required
8. Knowledge of Jewish holidays and customs helpful but not required

## Responsibilities

1. Co-create, manage and execute the content marketing strategy – developing editorial calendars, managing SEO strategy, writing and distributing content across all channels.
2. Become a service and senior care industry expert, to produce compelling thought leadership content for website, blogs, infographics, email campaigns and social media.
3. Partner with entity leadership to turn strategic goals into written content, and support sales efforts with assets and messaging about products, industry trends, and competitive landscape.
4. Optimize all digital conversion points and develop new and creative strategies to increase inquiries and qualified referrals across all digital channels
5. Manage development of graphic assets that will enhance content and ensure content meets brand guidelines.

6. Maintain website and use as primary digital tool to optimize user experience.
7. Develop and manage social media plan that aligns with entity and brand sales and marketing goals.
8. Build social media campaigns to increase engagement, resulting in increased website traffic and converting new customers.
9. Manage budget and day-to-day activity on all social media channels, analyze results and make recommendations for improvement.
10. Manage all Pay Per Click campaigns with technology partners
11. Work with Development team to enhance online giving opportunities

*This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the staff member for this job. Duties, responsibilities and activities may change at any time with or without notice.*

**Supervisory Responsibility:** No supervisory responsibility

**Physical Requirements:**

**Mental Requirements:** Ability to focus for extensive period of time on computer work, ability to analyze data, participate in virtual and face to face meetings as necessary

\_\_\_\_\_  
Department Head

\_\_\_\_\_  
Date

Acknowledged:

\_\_\_\_\_  
Team Member

\_\_\_\_\_  
Date

To apply for this position, please send your resume to [HR@jewishhomelife.org](mailto:HR@jewishhomelife.org)