



ZIONESS



ZIONESS DIGITAL COMMUNICATIONS MANAGER

Location: Flexible

Time Commitment: Full-Time

How To Apply: Please send a cover letter and resume to apply@zioness.org

Zioness is committed to building an organization that is representative of our community's beautiful diversity. We welcome all applicants who share our mission and vision, and strongly encourage applicants from marginalized and underrepresented communities to apply.

Compensation: \$45,000 - \$75,000, commensurate with experience

Overview: The Digital Communications Manager will be responsible for amplifying the Organization's message and mission across multiple digital platforms in addition to supporting the organization's general communications strategy. This role is one part internal communications, one part external communications, one part social media, and one part content strategy.

GENERAL EXPECTATIONS:

- The Candidate has a deep passion for progressive issues and for Zionism, and is deeply motivated to engage in support of both causes.
- The Candidate is a self-starter, capable of producing output for the organization with minimal oversight.
- The Candidate understands they're part of a "start-up" organization. As such, they should expect an all-hands-on-deck approach and that they may be asked to tackle items that aren't specifically outlined in their job scope. All members of Zioness staff commit to being a team player who will fill in gaps as needed.
- The Candidate is well organized, detail-oriented, and professional.
- The Candidate is capable of performing at a high level in a fast-paced environment.
- The Candidate commits to embodying the values of Zioness in public and private, during work hours and non-work hours, and commits to positively representing the organization at all times.

QUALIFICATIONS FOR THE ROLE:

- At least two years experience in communications with an emphasis on internal communications, social media management, and content creation. Graphic design skills (with Canva as a minimum) are necessary for this role.
- Proficiency with NGP VAN/EveryAction, WordPress, Action Network, Slack, Facebook, Twitter, Instagram and other common online engagement platforms.



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- The Candidate has demonstrated experience developing channel specific content for various digital platforms based on best uses for each platform.
- The Candidate has strong communication and writing skills and enjoys working directly with people, but also feels comfortable and inspired tackling the behind the scene challenges of digital communications.
- The Candidate has strong social media skills, and understands how to use online tools to increase reach and drive online and offline engagement.
- The Candidate is highly organized, self-sufficient, has a meticulous attention to detail, and can develop processes over time which enable high quality work on a continuous basis with minimal supervision.
- The Candidate has experience developing messaging frames and organizational voice that allow an organization to rapidly respond in a timely fashion to ongoing events, with an emphasis on work inside the civic arena.

JOB SCOPE:

- Manage internal and external communications and content production in coordination with the staff and Public Relations team.
- Write, edit, and proofread newsletters, email campaigns and content, social media content, op-eds, and updates to staff, donors, and members.
- Develop and manage a content calendar for all social media platforms in coordination with the Public Relations team.
- Develop and grow the organization's social media presence, including but not limited to creating unique content to respond to current events.
- Keep current with all evolving and relevant trends to ensure the Organization is staying ahead of the curve with all digital engagement strategies and tactics.
- Leverage analytics and reporting tools to help the organization tweak its engagement and content strategy over time.
- Harness earned media and digital campaigns to maximize the size of our following and email lists.
- Build and maintain email lists that can be easily sorted and leveraged in various ways as the organization grows.
- Build and execute effective email engagement and fundraising campaigns.
- Create and/or engage with Zioness groups on social media.



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- Equip online activists with resources, training, approved talking points, and graphics to positively advocate in line with our mission.
- Support key staff in the implementation of the Organization's distributed organizing strategy with localized groups across the country.
- Lead the development of all rapid response communications in partnership with the Executive Director.
- Fully support all efforts to execute The Organization's strategic plan, as assigned.

ABOUT ZIONESS

OUR MISSION:

Equip and inspire Jews and allies to fight for social justice in the US as proud Zionists.



OUR VISION:

A future where American Jews and our allies are valued in the progressive movement without compromising our identity as Zionists; where our community shows up to create a more just and equitable America; and where our allies fully understand and combat antisemitism and commit to protecting the Jewish people—including the right to Jewish national self-determination (Zionism).