



**MILWAUKEE**  
JEWISH FEDERATION

## **JOB DESCRIPTION**

### Digital Media Strategist

**Department:** Marketing  
**FLSA Status:** Non-exempt

**Reports to:** Marketing Manager  
**Work Status:** Full time

### **About the Organization**

Since 1902, the Milwaukee Jewish Federation has demonstrated the power of collective giving by raising and investing financial resources to make the world a better place. Each year we distribute about \$20 million to Jewish and other nonprofit organizations. Funds come primarily from our \$6.5 million annual campaign and our \$200 million Jewish Community Foundation. In addition to fundraising, we have several direct service programs like Jewish Museum Milwaukee, which served 30,000 remote visitors this past year, the Nathan and Esther Pelz Holocaust Education Resource Center, which educates about 40,000 students and adults each year, and the Wisconsin Jewish Chronicle, serving the Jewish community across the state. We are committed to the principles of Klal Yisrael (the collective unity of the Jewish people), Tzedakah (the obligation to care for one another) and Tikkun Olam (improving the society in which we live). Learn more about the [Milwaukee Jewish Federation](#).

### **Summary/Objective**

The objective for this position is to use digital content and media strategies to achieve our outreach, engagement and fundraising goals. The digital media strategist will help establish and build our brand, serving as the voice of the Milwaukee Jewish Federation in the digital landscape. A creative and strategic thinker, this individual will develop and execute digital strategies a part of a cross-functional marketing and communications team.

### **Essential Functions**

- Plan
  - Develops comprehensive, data-driven, strategic digital marketing plans across owned and paid channels.
  - Identifies the appropriate platforms, tactics, and budgets to reach various target audiences.
  - Determines how to use digital media to pull constituents through the engagement funnel with a focus on the unique challenges of federated giving.

- Translates the Federation's brand identity into digital communications; maintains brand standards and ensure compliance across all marketing and communication channels.
- Consults with internal marketing clients on achieving their goals through digital media.
- Execute
  - Drive the implementation of digital marketing campaigns that meet internal objectives
  - Creates and manages a robust content calendar for organic and paid social media posts (currently through Facebook, Instagram, Twitter, LinkedIn)
  - Develops and implements SEM strategy to drive brand engagement and conversions for the Federation
  - Manages all social media writing, design, posting and advertising.
  - Manages website content.
  - Manages email campaigns.
  - Creates and designs graphics to display on all channels.
  - Creates videos and other engaging digital content to convey specific messaging.
- Evaluate
  - Establishes and tracks key performance indicators using tools like Google Analytics, Facebook Ads Manager and other digital measurement platforms.
  - Analyzes data to evaluate performance and identify issues and opportunities.
  - Develops and implements recommendations for improving performance based on objectives.

### **Additional Functions**

This is not necessarily an exhaustive list of all responsibilities, skills, duties, requirements, and efforts associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change (i.e., changes in personnel, workload, or technological developments).

### **Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Required Education/Experience**

- Bachelor's degree in marketing, communications, digital media, communications, or a related field.
- Intermediate digital marketing skills.
- Minimum of two to three years of media planning experience with emphasis in the digital space
- Knowledge of current trends and innovations in digital media, digital measurement and analytics
- Knowledge of programmatic, SEM, and paid social buying strategies
- Proven ability to develop and design relevant and engaging content that aligns with brand strategy.
- Proven understanding of using key research sources to identify target audiences, and creating digital strategies to message those audiences through organic and paid media opportunities.
- Superior writing and proofreading skills, excellent oral communication skills.
- Organized with ability to handle tight deadlines and multiple projects with limited supervision.
- Well-developed ability to communicate and collaborate cross-functionally.
- Valid driver's license, reliable transportation, acceptable driving record.

### **Required Technology Skills**

- Highly proficient in Facebook and Instagram, including content creation, implementation and reporting.
- Proficient in Facebook and Instagram advertising strategy and implementation.
- Proficient in Adobe Creative Cloud.
- Proficient in web-based design tools (such as Canva).
- Proficient in website content management system (such as WordPress).
- Proficient in video creation and related software (such as Final Cut Pro).
- Proficient in using Google AdWords and Google Analytics.
- Proficient in email marketing (such as Constant Contact).
- Proficient in Office 365 (Outlook, Word, Excel, PowerPoint).
- Proficient in interpreting data to drive decisions.
- Experience in implementing and managing SEO/web advertising campaigns.
- Experience with digital SLR camera/video.
- Experience with CRM databases.
- Experience with project management tools (such as Basecamp).

### **Supervisory Responsibility**

This position has no supervisory responsibility.

### **Work Environment**

This job operates in a professional office environment with pleasant working conditions, good lighting, ventilation, reasonable quietness, and reasonably regular work hours. This

role frequently uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

### **Physical Demands**

This is largely a sedentary role; however occasional filing is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary. On rare occasions it may be necessary to lift and/or move up to 15-20 pounds, usually waist high. There will be frequent computer usage which will require arm and hand dexterity as well as all vision abilities to be successful.

### **Compensation and Benefits**

- Paid vacation time
- Paid personal days
- Paid holidays
- Paid Jewish holidays
- Health insurance
- Dental insurance
- Vision insurance
- Short term disability insurance
- Long term disability insurance
- Life insurance and voluntary life insurance

Compensation for this position takes into consideration the ideal candidate's experience.