



**MILWAUKEE**  
JEWISH FEDERATION

## **JOB DESCRIPTION**

### Social Media Specialist

**Department:** Marketing

**FLSA Status:** Salaried, 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 \$7 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 social media to achieve our outreach, engagement, and fundraising goals. The Social Media Specialist will help establish and build our brand, serving as the voice of the Milwaukee Jewish Federation in the social landscape. A creative and strategic thinker, this individual will develop and execute social content strategies as part of a cross-functional marketing and communications team.

### **Essential Functions**

- Plan
  - Develops comprehensive, data-driven, strategic social media marketing plans across owned and paid channels.
  - Identifies the appropriate platforms, tactics, and budgets to reach various target audiences.

- Determines how to use social 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 social media; maintains brand standards and ensures compliance across all platforms and pages.
- Consults with internal marketing clients on achieving their goals through social media.
- Execute
  - Develops and implements social media campaigns that meet internal objectives.
  - Creates and manages a robust content calendar for all social platforms, pages, and groups.
  - Manages all social media writing, design, posting and advertising.
  - Creates and designs graphics to display on all channels.
  - Creates videos and other engaging digital content to convey specific messaging.
  - Monitors and appropriately responds to social media activity, occasionally outside normal business hours.
- Evaluate
  - Establishes and tracks key performance indicators using tools like Facebook Ads Manager, Google Analytics, 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, or a related field.
- Advanced knowledge of the social media landscape and platforms.
- Minimum of two to three years of related work experience in digital communications and content creation.
- Knowledge of current trends and innovations in social media, digital measurement, and analytics.
- 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 social media 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.

## **Desired Technology Skills**

- Highly proficient in Facebook, Instagram, and LinkedIn, including content creation, implementation, and reporting.
- Proficient in Facebook, Instagram, and LinkedIn advertising strategy and implementation.
- Proficient in smart phone camera photography (settings, filters, etc.)
- Proficient in web-based design tools (such as Canva or PicMonkey).
- Proficient in Office 365 (Outlook, Word, Excel, PowerPoint, SharePoint).
- Experience with Adobe Creative Cloud.
- Experience with video creation and related software (such as Final Cut Pro, iMovie or Powtoon).
- Experience with digital SLR camera/video.
- Experience with project management tools (such as Basecamp).

## **Compensation and Benefits**

Salary: \$40,000-45,000 depending on qualifications

### **Paid Time Off**

- Hybrid work environment (from office on Tuesdays, Wednesday, Thursdays; remote on Mondays, Fridays).
- 10 days accrued vacation, 3 accrued personal days.
- Selected federal holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Christmas Day.
- Jewish holidays that prohibit work: between 4 and 10 additional paid days off annually depending on the Hebrew calendar.
- Bereavement

- Parental leave.
- Typical office hours: Monday-Thursday 8 am-5 pm, Friday 8 am-3 pm.

#### Benefits

- Medical insurance
- Dental insurance
- Vision insurance
- Short-term disability
- Life insurance
- Voluntary insurance
- 401K

#### **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, and photocopiers.

#### **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.