



MILWAUKEE
JEWISH FEDERATION

SOCIAL MEDIA SPECIALIST

Job Description

Corey Sampson
Marketing Manager
414-390-5717
CoreyS@MilwaukeeJewish.org

Milwaukee Jewish Federation
1360 N. Prospect Ave.
Milwaukee, WI 53202
MilwaukeeJewish.org

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 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.



Gan Ami Early
Childhood Education

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 ensure compliance across all platforms and pages.
- Consults with internal marketing clients on achieving their goals through social media.

Ukrainian refugees being received by Federation partners



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 of 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.



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.

Milwaukee Jewish Day School



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).
- 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).



Salary

This position pays a salary of \$40,000-45,000 annually based on the candidate's 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

A formal job description will be provided upon request.