

Digital Marketing Director Job Description

The Kaplen JCC on the Palisades is looking for a Digital Marketing Director. In an exciting, supportive, fast paced environment, the Digital Marketing Director is responsible for the digital marketing strategy and execution across the entire agency. Reporting to the Chief Marketing Officer, the Digital Marketing Director works hand in hand with the marketing team to provide digital marketing support to all departments at the JCC.

The successful candidate will be creative, strategic, a self-starter, team player, results-driven and well-organized.

Responsibilities

- Updating, maintaining and optimizing JCCOTP.org and other JCC websites
- Drive traffic and leads through our website and other digital assets
- SEO - Tracking, and improving our organic search traffic for targeted search terms across our entire website
- SEM – Managing, optimizing and reporting on our search advertising spend
- Manage and optimize all digital advertising for the JCC (Facebook Ads, Instagram Ads, Yelp Ads, PPC, etc.)
- Launch and transition marketing team to Marketing Cloud on Salesforce
- Create strategies to leverage our database to target, segment and cross-sell
- Manage our email marketing strategy and execution
- Train our staff in digital marketing best practices
- Lead digital marketing efforts and programs such as email signature software, internal digital signage, mobile app, etc.
- Report on and analyze website, email and digital marketing analytics
- Other responsibilities as needed

Qualifications

- Minimum 5 years of digital marketing experience
- Proven track record of high-performing, multi-channel campaigns
- Demonstrated experience in an organizational communications setting, with hands-on experience in marketing, SEO, Paid Digital Advertising, and digital marketing
- Excellent writing, editing skills and communications skills required
- Advanced experience with Wordpress, social media advertising, Google AdWords and Google Analytics
- Experience with Salesforce and Marketing Cloud a plus
- MUST be an excellent project manager with ability to balance numerous complex projects simultaneously
- Ability to take initiative and work independently under deadline and to collaborate effectively with people at all levels; exercise judgment and assess priorities
- Skills in adobe Suite including InDesign and Photoshop or experience with Canva a plus

To apply, please send cover letter, resume, and salary requirements to Rebecca Seeman at rseeman@jccotp.org.

No headhunters or recruitment firms please. EOE.

It is the policy of this institution to provide equal employment opportunity to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, marital status, national origin, age, handicap, veteran status or status within any other protected group.