

COMMUNICATIONS CONTENT MANAGER TEMPLE ISRAEL

Temple Israel is seeking a full-time Content Manager to develop and distribute congregational news and content across Temple's communications channels to support the member experience as well as the congregation's role in the greater Memphis and Jewish community.

A self-starter, this organized, deadline-driven candidate should have a keen eye for detail and curation while mobilizing and applying Temple's larger vision and "big-picture" strategies and priorities.

Qualifications

- Prior experience in communications and/or marketing
- Appreciation for Jewish culture and religion
- Confident problem solver and collaborative, reliable work partner in a fast-paced environment
- Ability to work well under pressure and adapt to changing priorities
- Ability to work flexible hours to support social media's 24/7 venue and deliver timely messages, as needed
- Excellent writing and editing skills
- Creative and artistic appreciation
- Proficiency in content management platforms including Canva, MailChimp, and Wordpress
- Experience with event planning and coordination would be an additive bonus

Responsibilities

General

- Manage a promotional calendar that aligns with Temple's events and programming calendar
 - Practice a timeline-driven "pre, during, post" approach to marketing
- Establish and reinforce daily communication workflows, check-ins, and approvals with Temple staff and supervisors
- Contribute to and report communications-related budgets

Creative Design

- Execute graphics in-house via Canva with provided templates
- Coordinate outsourced graphic design direction for priority programming and/or campaigns identified by Temple leadership
- Uphold the organization's brand identity and guidelines across all communication channels to maintain consistency in visual representation

Social Media

- Manage Temple's social media presence across Facebook and Instagram, ensuring consistent branding, messaging, and engagement with followers
- Create Facebook events as well as share posts in Facebook groups to grow awareness of Temple's programs
- Monitor relevant media, clergy, and congregant activity to repost or engage with accordingly

Email Marketing

- Organize and deploy newsletters and/or announcements utilizing priority message points and visual direction from Temple leadership
- Segment and update email database lists, as needed

Direct Mail/Collateral

- Coordinate development of VOICE quarterly publication with guidance from Temple leadership, including assigned articles, photography, calendar spotlights, outsourced graphic design, and production/mailing
- Work with Temple staff and auxiliaries to develop and support mailed and/or printed materials

Photography/Videography

- Capture iPhone photography and videography, as needed, for time-sensitive social media opportunities (i.e. Instagram and Facebook stories)
- Outsource and manage third-party photographers and videographers for priority programs and campaigns with direction from Temple leadership
- Coordinate shot lists and editing workflows

Website

- Regularly update photography, spotlights, and messaging to reflect timely priorities of the congregation
- Continually refine event calendar to ensure accuracy and reliable usage by congregants
- Increase the shelf life of VOICE stories and archives by adding to blog
- Monitor website traffic and assess updates to user experience, as needed

Benefits

- Competitive salary starting at \$50,000 commensurate with experience
- Comprehensive health benefits package
- Opportunities for professional development and advancement
- Collaborative and supportive work environment

To apply please send resume and cover letter to Laura Yacoubian at lauray@timemphis.org