



JOB DESCRIPTION

POSITION TITLE: Digital Marketing Manager
REPORTS TO: Assistant Director of Marketing

DEPARTMENT: Marketing
CATEGORY: Full-time, Exempt

OVERVIEW: Jewish Federation of Greater Atlanta (“Federation”) is continuing to build a diverse team of highly motivated and qualified individuals with a variety of skill sets to create a new model of 21st century community engagement and philanthropy. Federation is looking for candidates who are forward-thinking, motivated, have a positive attitude, and enjoy working in an inclusive, dynamic environment.

PRINCIPAL FUNCTION: The Digital Marketing Manager will work with a passionate team of Federation marketing professionals and be directly responsible for the day-to-day programming and execution of Federation’s digital communications platforms including website maintenance, website page creation, email marketing efforts, measuring, tracking and analyzing our email and website programming. We are a team committed to growth, for our organization, for our team, and for the individual.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

General

- Build a comprehensive digital marketing plan/strategy for the organization outside of day-to-day digital communications, including development of digital marketing KPIs for ongoing measurement and strategic analysis.
- Oversee the day-to-day production of digital communications (email, social media, website) campaigns
- Maintain a portfolio of 1-2 internal clients that require a heavy digital presence –
 - Serve as lead account manager, responsible from start to finish including ideating, writing, and project managing
- Create and distribute digital marketing toolkits for internal and external partners as needed

List/Data Management

- Develop an understanding of list creation from Salesforce and the connection to Pardot
- Oversee list management within Pardot and share best practices organization-wide for consistency and ease of access by other teams internally
- Collaborate with team members to collect and analyze data, reporting on each digital communication in real-time
- Serve as marketing lead on internal Data Governance council

Website Management

- Lead the maintenance, page creation, and user experience (UX) for the website including overseeing external vendors for the organization’s three websites



- Ensure cross-platform synchronization between website forms and salesforce
- Serve as point person for the resolution of website issues as they arise
- Review and leverage Google Analytics to monitor and improve website UX and conversion rates, track effectiveness of digital marketing campaigns, and monitor progress against digital marketing KPIs

Email Marketing

- Manage the e-comm schedule, ensuring that timing distribution is appropriate for various audiences
- Master the functionality of the email platform Pardot and leverage industry best practices in order to enhance the e-comm product (testing, segmentation, subject lines, time of send, etc.)
- Produce polished, and effective email communications for organizational events, campaigns and initiatives

Social Media Marketing

- Oversee the Marketing Coordinator responsible for day-to-day implementation of social media campaigns to support Federation marketing initiatives ensuring the work meets deadlines and upholds high standards for execution
- When required, execute social media creation, posts and tracking
- Develop, place and report on social ad campaigns, working closely with the Assistant Director of Marketing to identify key advertising needs that supplement overarching messaging

Other

- Work with fundraising, donor services and engagement teams to evaluate various digital tools and how they can increase our overall effectiveness
- Take on special projects as required
- Serve as industry expert working with Marketing team members and colleagues in order to create seamless digital marketing for all aspects of Federation's work.
- Promote the mission of Federation through superior customer service to all and through the efficient use and care of resources

The above job duties and responsibilities describe the general nature and level of work for an employee in this position, but this is not intended as an exclusive or all-inclusive inventory of all duties required of employees in this job.

QUALIFICATIONS:

- Bachelors degree in Communication, Marketing, or a related field.
- 3-5 years' experience in digital marketing role where similar responsibilities existed.
- Experience contributing to web, search, and email marketing strategy and understanding of digital marketing best practices.



- Experience working with various digital platforms: Microsoft Office Suite; Wordpress; Salesforce; and email marketing platforms such as Salesforce/Pardot (preferred), MailChimp, Constant Contact, or Emma. Working knowledge of Pardot as well as HTML/CSS a plus.
- Strong analytical skills and data-driven thinking with experience in Google Analytics.
- Familiarity with pixel and conversion tracking methodologies.
- Excellent organizational and time management skills.
- Ability to manage competing priorities.
- Strong customer service while maintaining the ability to drive outcomes.
- Excellent verbal and written communication skills.
- Superior project management and organizational skills.
- Strong attention to detail and proofreading skills.
- Design skills in Canva and/or InDesign a plus, but not required.
- Team player with a positive attitude and a willingness to learn and grow.

PHYSICAL REQUIREMENTS:

Intermittent periods of standing and walking with prolonged periods of sitting at desk or in meetings. Must have excellent visual acuity for work with systems and records. Position requires average hearing and verbal ability to communicate with Federation staff, donors, volunteers, vendors, and others. The employee must occasionally lift and/or move up to ten pounds.

COMPENSATION:

The salary range for this position is \$72,000 - \$77,000 plus a comprehensive benefits package. Anticipated salary near midpoint; commensurate with experience.

Jewish Federation of Greater Atlanta provides equal employment opportunities to all applicants and prohibits discrimination with regard to race, religion, age, sex, national origin, sexual orientation, gender identity or expression.