

Job Description:

Title: Digital Content Manager
Reports To: Communications Director
Status: Non-Exempt; At-Will Employee, 30 hours/week

To Apply:

Send cover letter & resume to Lindsay Shettlesworth, HR Director, lindsay@KeshetArts.org
Applications will be accepted until position is filled.

Position Overview:

The Digital Content Manager will advance Keshet’s mission and support Keshet’s programming and operations by managing Keshet’s digital messaging and positioning, working on both strategy and execution, as a thought partner with Keshet’s leadership team, and in partnership with Keshet’s Communications Director, Artistic Director, and Director of Business Advancement, cultivating clients, partners, and community engagement across Keshet’s multiple intersecting initiatives.

Responsibilities include:

- Support the creation and implementation of Keshet’s Marketing Plan through Digital Media development and execution, working closely with the Artistic Director, Director of Business Advancement, Director of Programming, and Communications Director.
- Write and edit copy, create images/graphics, and schedule posts for all Keshet social media channels and eNewsletters (Facebook, Instagram, Twitter, Mailchimp); list all applicable events in community postings and event listings.
- Track engagement and follower growth on Keshet social media channels; eNews impressions, engagement, reach, and subscriber growth in order to fine tune and improve digital media strategy and impact.
- Video content editing (testimonials, class recordings, performances, etc.) for use on Facebook, Instagram, and YouTube, etc.
- Coordinate with Keshet Program and Development Staff to include accurate and timely information on donors, fundraising campaigns, program offerings, events, staff, organizational philosophies and initiatives, etc.
- Engage directly with program and administrative teams to learn Keshet programming from the “inside” in order to have accurate and personalized language to message Keshet’s work; Engage with full Keshet team in staff meetings, staff retreats, strategic planning initiatives, professional development, etc.
- Support Communications Director and Keshet Leadership Team with other efforts, as needed.

Qualifications:

- Bachelor’s Degree in Business Administration, Marketing, Communications or related field and/or commensurate digital marketing experience
- Excellent interpersonal and group communication skills
- Positive and professional demeanor
- Strong written and verbal communication skills
- Excellent organizational abilities
- Ability to manage multiple schedules and activities simultaneously
- Ability to thrive and maintain goals and deadlines in a dynamic, fluid, team environment
- Working knowledge of digital communication platforms + willingness to continue field growth
- Knowledge and lens of professional dance and social justice