



## **JOB ANNOUNCEMENT: DIGITAL STRATEGIST**

Hazon is seeking a Digital Strategist to implement the use of digital media (email, website, social media, etc.) for outreach to current and potential constituents with a focus on listening to, engaging with, and growing the Hazon audience across key platforms.

The position is part of the Marketing & Communications team and is based in Falls Village, CT or New York, NY.

### **Responsibilities**

The Digital Strategist will work closely with marketing, communications, and program staff to develop and execute web, email, and social media campaigns and strategies that support our work. Responsibilities include:

- Maintain and grow multiple social media channels with up-to-date graphics and/or multimedia content that best conveys information about Hazon initiatives
- Design and send out 3-5 database-driven emails per week, including a weekly newsletter, monthly program updates, program follow-up emails, appeals, and special announcements
- Manage the Hazon blog as an up-to-date source of information about our programs, as well as a feed for social media content
- Expand visibility of Hazon programs by posting our events on online calendars and other websites
- Track and leverage analytics/insights to inform strategy and create new tactics that increase participation in our programs and drive engagement in our social communities
- Monitor, identify, and implement new technologies to enhance Hazon's digital presence
- As part of the Marketing & Communications team, provide support as needed to the Marketing & Communications Department as well as Hazon overall

### **Qualifications**

The candidate will have a deep understanding of the social media landscape to leverage different social platforms, with a strong track record of creating innovative campaigns to communicate complex ideas. We are seeking a self-directed professional with a proven track record in digital strategy. Qualifications include:

- 2+ years of experience in social media, public relations, and community building, including in-depth knowledge of social media platforms, market trends, and best practices

- Excellent written communication skills (copywriting and copyediting) and a keen visual sense (aesthetic awareness for design and layout)
- Proficiency with Adobe Photoshop and Dreamweaver (proficiency in multimedia design and editing tools Adobe Premiere, Final Cut not required but a plus)
- Knowledge in web and social analytics, and SEO
- Fluency in English (both oral and written) is required
- Knowledge of and passion for Jewish outdoor, food, and environmental issues
- Excellent communication and interpersonal skills
- Ability to project a professional demeanor
- Hard-working, with an incredible amount of energy and enthusiasm
- Passionate about our mission – renewing Jewish life and helping to create a healthier and more sustainable world for all

### **How to Apply**

Please review our website and social media channels. Then email a resume and thoughtful cover letter to Amy Hannes, Director of Marketing & Communications, at amy.hannes@hazon.org, with the subject line "Digital Strategist Position."

In your cover letter, please outline how your skills, interests, and experience meet the qualifications of the position. Please also include your salary requirements, any questions you'd want to ask in doing your job, and any ideas or suggestions you have.

Applications will be reviewed on a rolling basis until the position is filled; please apply expeditiously.

### **Background on Hazon**

Hazon works to create healthier and more sustainable communities in the Jewish world and beyond. In aggregate, we're seeking to shift the nature of what it means to be Jewish in the 21<sup>st</sup> century – enabling and encouraging Jewish people to have an impact in the world and transforming Jewish life in the process. We are based in New York and have a retreat center in Falls Village, CT and offices in San Francisco, Denver, Boulder, San Diego, and Philadelphia.

We effect change in three ways:

- Through the direct human impact of our programs;
- By supporting and networking other great people and organizations;
- Through thought-leadership (writing, speaking, teaching, campaigning).

The following values underpin our programs:

- A strong commitment to inclusive community;
- A strong commitment to volunteer involvement and leadership development;
- Multi-generationality;
- Being Jewishly serious and deeply engaged with the world around us;
- We believe in reaching people where they are and not where we might like them to be.