



Position: Director, Web & Digital Marketing
Reports to: Vice President, Strategic Marketing
FLSA Classification: Exempt
Department: Financial Resource Division (FRD)/Marketing
Full/Part Time: Full-time

Organization Summary:

Jewish Federation of Palm Beach County is a 501(c)3 nonprofit organization dedicated to transforming, inspiring and saving lives in the Palm Beaches and 70 countries around the world. Each year, Jewish Federation inspires thousands of community members to contribute, volunteer and participate in programs that generate more than \$50 million to leading a powerful impact in the community.

Position Summary:

The Director, Web & Digital Marketing is responsible for ensuring a modern, far-reaching digital experience for Jewish Federation of Palm Beach County. The primary responsibility of the Director is to create an engaging online experience that motivates individuals to take action and strengthens connections to our organization. The Director develops, executes and manages a cohesive marketing strategy to ensure consistent messaging across web channels, including Federation's websites, digital advertising, eBlasts and social media platforms. With sound technical expertise in web management and online marketing, the Director ensures ongoing optimal performance of Federation's website and digital landscape. Their ultimate objective is to create a meaningful and inspiring user experience that strengthens connections with Federation. This includes consistently enhancing website functionality, design and content to drive online registrations and contributions.

Essential Duties and Responsibilities:

- Collaborates with Vice President, Strategic Marketing to develop Federation's digital marketing & communications strategy, including setting aspirational goals related to web viewership, reach and usage.
- Serves as Federation's lead digital marketing consultant, collaborating with both the Marketing team and other Federation departments to provide guidance on digital marketing strategies that achieve the goals of Federation events, programs and initiatives.
- Optimizes registration and contribution online experience to maximize conversion rates, effectively motivating visitors to become program registrants and donors.
- Constantly monitors and analyzes online data pertaining to Federation's digital traffic and usage.
- Uses market research, data analytics, and best practice strategies to provide ongoing recommendations for innovative solutions to reach target audiences, increase web traffic and enhance user experience.
- Works with Marketing colleagues to ensure effective implementation of Federation content on digital channels to help achieve fundraising goals, drive program attendance, and reinforce the organization's brand experience. This includes contribution and program web pages, eblasts, digital ads, social media and digital recognition displays and video content.
- Collaborates with Marketing team artists to ensure Federation web presence reflects and reinforces organizational brand and messaging, a cohesive style and a compelling format and experience.
- Reflects Federation's user-centric culture across the web by implementing tools that deliver a personalized experience for visitors, participants and prospective donors.
- Works with Federation's Information Technology (IT) department to provide technical support and maintenance of web-based marketing platforms.
- Ensures the efficiency and optimization of Federation's digital ecosystem through SEO, SEM, and SMO.
- Conducts trainings with team members as needed on the effective use of web-based marketing platforms.



- Recommends and manages project staff, timelines and budgets.
- Other duties as assigned.

Qualifications and Success Factors:

- Bachelor's degree in advertising, marketing, digital media, or related field required.
- Five (5) or more years work experience managing organizational digital strategy or equivalent combination of relevant education, experience and skills required.
- Expert-level proficiency with WordPress, MailChimp, CSS, Flash HTML.
- Excellent interpersonal and team management skills
- Strong experience with online marketing tools, web-based technologies including SEO, SEM, SMO, PPC and CRM software.
- Strong knowledge of basic office computing, including MS Office (Outlook, Word, Excel, PowerPoint, Teams), Zoom and basic database skills required.
- Strong written and verbal communication skills.
- Strong understanding of e-commerce and CMS platforms.
- Strong analytical skills, and ability to translate reports into actionable plans.
- Strong leadership and project management skills.
- Strong organizational skills required.
- Proficiency using Adobe Creative Suite (including Photoshop, Illustrator, InDesign).
- Management experience related to media and/or video production a plus.
- Experience with Google Analytics, Facebook Business Manager, and MailChimp.
- Ability to adapt quickly to changing priorities and operate effectively in a culture of rapid change.
- Ability to build website code and troubleshoot systems.
- Ability to develop and manage marketing project plans and timelines.
- Ability to thrive in a professional, fast-paced, and team-oriented work environment while Capability with video editing software.
- Familiarity with all major social media networks including Facebook, Instagram, Twitter, and YouTube.
- Comfortable working independently as needed.
- Must be able to pass a Level 1 background check.
- Must be able to work off-shift hours including nights and weekends, as needed.

Compensation and Benefits:

In addition to a competitive salary, Jewish Federation of Palm Beach County currently offers the following benefits:

- A comprehensive benefits package including 15-25% of employee-only premiums paid for medical and dental and 100% of premiums paid for vision insurance.
- Federation contributions toward HSA accounts.
- Federation-paid Life/AD&D policy.
- Federation-paid long-term disability (LTD) insurance.
- Medical and dependent-care Flexible Spending Accounts (FSA).
- Hybrid work schedule.
- Professional development and training opportunities.
- Paid vacation and sick leave.
- Generous paid holiday schedule.

The Jewish Federation of Palm Beach County is an Equal Opportunity Employer.



Federation strongly encourages applications from individuals with varied identities and backgrounds. As an equal opportunity employer, all individuals are encouraged to apply without regard to race, color, religion, age, disability, national origin, gender, sexual orientation, marital status, ancestry, genetic information, medical condition, veteran status, financial status, or any other class protected under federal, state, or local laws.

Federation is committed to the full inclusion of all qualified individuals. If accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact Mary Kay McGann at mary.kay.mcgann@jewishpalmbeach.org for assistance.

To apply online, please visit our career's [page](#). Or email your resume and cover letter to: HRrspv@jewishpalmbeach.org.

NO CALLS, PLEASE.