



JOB TITLE:

Social Media Manager

DESCRIPTION OF PARK AVENUE SYNAGOGUE:

Park Avenue Synagogue (PAS) is one of the largest Conservative congregations in North America. Located on Manhattan's Upper East Side, the synagogue includes staff of more than 180 talented individuals, who together with our world-class clergy team, serve a membership of over 1,800 households. Our thriving Adult Programming, Penn Family Early Childhood Center, Congregational School, Youth, and Young Family Education departments provide high quality and inclusive Jewish educational, social, and worship opportunities to our members and the community at large.

DESCRIPTION OF JOB:

The Social Media Manager, a member of the synagogue's Communications and Marketing team, crafts and implements a comprehensive social media strategy that reflects the mission, values, and community life of the synagogue. This role oversees content creation, curation, and execution across platforms, including Instagram, Facebook, TikTok, Vimeo, LinkedIn, and YouTube.

The Social Media Manager helps strengthen connections within the congregation, increase engagement with remote members and viewers, and promotes the synagogue's religious, cultural, and educational programming by producing engaging content. The Social Media Manager creates storytelling through videos and posts that highlight the richness of the synagogue's worship services, events, and community initiatives.

They work closely with clergy and staff members to reflect the spirit of the synagogue's community while maintaining a consistent, authentic voice. This individual also uses analytics and feedback to shape a dynamic editorial calendar.

Passionate about Jewish life, education, and community-building, the Social Media Manager leverages digital platforms to engage members of all ages and backgrounds, cultivating a welcoming, inclusive online presence that enhances the synagogue's outreach and engagement efforts.

RESPONSIBILITIES:

- Develop and implement the social media presence and content calendar across platforms.
- Create content in text, images, and videos to engage members to highlight services, celebrations, and other initiatives.
- Foster engagement with members and the broader community by providing community management, including making timely responses to messages, engaging with posts, and cultivating a welcoming and inclusive digital presence.
- Produce, edit, and optimize video content for each platform, ensuring it aligns with the synagogue's brand and messaging.
- Stay informed about the latest social media trends, best practices, and technologies to maintain a forward-thinking approach to content creation.
- Manage video postings and optimize videos with copy and art on all channels, including the website, Vimeo, LinkedIn, YouTube, and Facebook, in partnership with the Communications Project Manager.
- Upload podcasts to hosting platform, schedule release, distribute across directories, and promote on social channels.
- Monitor, analyze, and report on engagement across social media and podcast platforms. Use insights to refine strategies.
- Learn website CMS system to collaborate with department on updates when needed.
- Work and collaborate with the Marketing and Communications director on strategy.
- Create, manage, and monitor advertising campaigns on Facebook, Google Ads, and other social networks.
- Be available to work some evenings and weekends for live social media posts.
- Other responsibilities that are reasonably assigned.

QUALIFICATIONS:

- Bachelor's degree or equivalent experience.
- 4+ years working on a company's social media presence. Nonprofit experience a plus.

- Experience with analytic reporting, tracking and synthesizing social media metrics.
- Attention to detail.
- Excellent verbal and written communication skills as well as organizational skills.
- Copyediting is a plus.
- Experience with Sprout Social, Google Analytics, and Asana is a plus.
- Experience in video creation and editing.
- Proficient in InDesign, Canva, Photoshop, or Adobe Creative Suite.
- Bring and execute new ideas.
- Proficiency in Office 365: Excel, PowerPoint, Teams, Word.

COMPENSATION/BENEFITS:

The salary range for this position is \$77,000 - \$85,000. Salary is commensurate with a number of factors including but not limited to experience, education, knowledge and skills. We offer a comprehensive benefits package including medical, dental and vision insurance, retirement plan, life insurance, and family/medical leave.

Please send your resume and detailed cover letter to jobs@pasyn.org attention to the Director of Human Resources. Application will not be considered if there is no cover letter. While we wish to acknowledge all applicants, only those selected for an interview will be contacted. Please, no calls.