

Digital Media & Marketing Manager

About the Organization

Livnot U'Lehibanot is a 42 year-old non-profit located in the heart of Old City, Tzfat. We are dedicated to connecting young adults to their heritage and the land of Israel through weeklong retreats, two-day Shabbatonim, workshops and archeological tours. Livnot is home to a 16th century community center, which is an Israeli National Heritage site.

Job Description

The Digital Marketing Manager is a full time, hybrid position (requirement of being in Tzfat at least twice per week). This position is responsible for creating, executing, and managing the social media strategy to grow Livnot's following and engagement. This includes: managing paid ads for Instagram/Facebook to further our reach. Additional marketing responsibilities include improving Google's Search Engine Optimization, email marketing, website management, keyword research and other projects as needed. This position will work together with the Director of Marketing and Director of Alumni Relations to plan & execute marketing strategy. This requires a creative, dynamic person, able to strategize, organize, execute tasks, work well with a team and have a pulse on the digital marketing world.

Job Requirements

- 3+ years experience in the field of digital marketing/social media
- Knowledge of Israel Experience Marketplace
- Extensive experience in managing social media platforms (Facebook, Instagram, Tik Tok) and demonstrated success in building engagement and following
- Experience with SEO and Wordpress
- Experience in email marketing
- Experience running paid ads through Facebook with demonstrated success
- Background in Marketing to young adults - Able to relate to young North American Jews of any background, especially, the unaffiliated - "In touch" with the pulse of the young Jewish Adult Scene
- Experience working with an Israel experience organization
- Excellent communication skills, in writing and speaking English
- Language: English, Highly proficient, Hebrew, conversational is a plus

Daily Tasks

- Collect & create content, then daily posts on Instagram/Facebook/Tik Tok
- Create Ad campaign
- Report ad conversion and track participant sign-ups from various efforts
- Create ongoing email marketing campaign
- Improve Website SEO & increase website traffic
- Interface with fundraising team to utilize digital marketing tools

Resumes should be sent to email: [**humanresources@livnot.org**](mailto:humanresources@livnot.org)

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