



YCT Seeks Communications & Marketing Manager

Position Opportunity: The Communications and Marketing Manager is responsible for the messaging of YCT and for telling our story. They will manage all methods of communication. They will strategize regarding how to introduce YCT to a much larger audience. They will set the marketing strategy, the goal of which is to raise our profile to attract more supporters, students, and employers.

The Communications and Marketing Manager will work closely and collaboratively with the President & Rosh HaYeshiva, and the Executive Director, reporting to the Executive Director.

Specific responsibilities include:

- **Setting the marketing strategy** to achieve the goals identified by the leadership
- **Managing and executing all YCT external communications:** emails, social media, and advertising
- **Broaden our social media presence**, maximizing our reach and engagement
- **Identifying or producing content** from students, alumni, faculty & staff
- **Supporting and promoting thought leadership:** aiding in op-ed article-writing and pitches, identifying and arranging communal speaking opportunities, and managing faculty social media presence.
- **Managing the upkeep of website:** updating news/articles, events page & fly-ins
- **Managing and collaborating with additional staff:** website technician, Torah content coordinator, and graphic designer

Skills & Attributes:

You know our audience and are passionate about our mission. You are a go-getter, organized, flexible and strategic. You are creative with compelling copywriting skills. In other words, you can sell! You have a thorough understanding of social media – how to use it and how to gain maximized exposure.

You are an experienced marketing professional and accomplished project manager: having envisioned, strategized, planned, collaborated, and managed major projects through execution. You juggle competing demands, prioritize with ease, and are efficient with your time.

Salary and benefits

This is a full-time position, with a possibility to work remotely, with excellent benefits that include health insurance, qualified tuition reduction, long-term disability insurance, 403(b), paid vacation and sick time, and time off for major Jewish and US holidays. Salary range is \$70,000 - \$80,000 commensurate with experience. YCT is committed to a workplace culture that is encouraging, empowering, and supportive.

To apply, please email hr@yctorah.org with letter of interest and résumé. For more information about YCT, please visit www.yctorah.org. YCT is an Equal Opportunity Employer. We respect and seek to empower each individual and support the diverse cultures, perspectives, skills and experiences within our workforce.