

Society for Humanistic Judaism

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www.SHJ.org

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COMMUNICATIONS ASSOCIATE/SOCIAL MEDIA MANAGER (P/T Independent Contractor)

ABOUT THE ORGANIZATION: *Founded in 1969, the Society for Humanistic Judaism (www.SHJ.org) inspires, organizes, and advocates for secular individuals and congregations to celebrate Jewish identity and culture independent of supernatural authority and aligned with the values of Humanistic Judaism. The International Institute for Secular Humanistic Judaism promotes Jewish and Humanistic scholarship by educating those of any religious or philosophical outlook and training people to become Leaders and Rabbis according to the philosophy of Secular Humanistic Judaism.*

Position Summary:

SHJ seeks a parttime (independent contractor) Social Media Manager/Communications Associate for approximately 15-18 hours/week at \$1,800/mo., in order to greatly amplify the voice of Humanistic Judaism and significantly increase our reach as a movement across multiple communication channels, along with that of our youth initiative (www.HuJews.org) and pluralistic social justice initiative Jews for a Secular Democracy (www.JFASD.org).

Role and Responsibilities:

The Social Media Manager/Communications Associate will work in close collaboration with SHJ staff to accomplish the organization's marketing and communications goals. Responsibilities include:

- Representing the voice and values of Humanistic Judaism on all of SHJ's social media channels, through regular posting of original graphics, memes, shared articles, event posts, and other content.
- Regularly adding content to the SHJ website, drawing from multiple sources such as decades worth of *Humanistic Judaism Journals*, re-posting rabbis in our movement from their own communities' bulletins, soliciting relevant guest posts, writing original content, book excerpts, and more.
- Modernizing SHJ's YouTube channel and driving traffic by identifying and editing quick clips to share on other platforms, and curating watchlists and online "self-guided classes" by drawing on the rich programming posted to the IISHJ YouTube channel and on Vimeo (<https://LibrarySHJ.com>).
- Promoting specific SHJ events, SHJ in general, and the programs and events of our SHJ-affiliated congregations (list at <https://shj.org/find>) through Google AdWords and paid ads on Facebook/Instagram.
- Growing our Constant Contact email list subscriber base and create more regular email content, including members-exclusive content.
- Engaging the public through social media communications including responding to relevant comments and questions, commenting on posts of related organizations, and responding to general inquiries.

Who You Are:

The ideal candidate for this position is a master manipulator of both words and images. If your strength is more in visual than written, or vice versa, that's okay; **if you have some but not all of the following qualifications, please apply.**

We're looking for someone with:

- ✓ An understanding of, and identification with, secularism, humanism, and cultural Judaism.
- ✓ Excellent writing and communications skills.
- ✓ A proven ability to build social media audiences.
- ✓ Experience with Google AdWords, SEO, Constant Contact, and online marketing.
- ✓ Graphic design experience and an expertise or at least comfort with graphic editing tools such as Photoshop and Canva.
- ✓ Familiarity with other Jewish and secular organizations.
- ✓ A willingness to work both collaboratively and independently.
- ✓ An above-average sense of humor.

We see Humanistic Judaism's online presence as an extension of our mission, to positively improve people's lives by providing meaning through Jewish content and experiences infused with a Secular Humanistic philosophy. ***In your cover note, please explain how your experiences are relevant to the above responsibilities and qualifications.***

To apply, please email your resume and cover letter to:

Paul Golin, Executive Director, Society for Humanistic Judaism
info@SHJ.org

Thank you!