



Marketing Manager

Hillel Torah North Suburban Day School, Chicagoland's premier Modern Orthodox Day School, is seeking an experienced Marketing Manager who will be accountable for the school's marketing channels, manage publicity and media relations. The Marketing Manager will drive the creation and implementation of marketing campaigns to support the school's strategic goals. This person will be an integral part of the administrative team and will work collaboratively with the Head of School, Director of Development and report to the Admissions and Marketing Director.

Key Job Functions

- *Campaign Management.* Drive the development of multi-channel marketing campaigns that support the school's strategic goals. Partner with administration and school leadership to create and implement targeted campaigns that are consistent with Hillel Torah's brand identity.
- *Digital Marketing.* Manage the school's digital marketing channels including website (www.hilleltorah.org) and email program. Drive increased engagement and conversion through digital channels.
- *Social Media Management.* Manage all social media channels including Facebook, Instagram, Twitter, YouTube, and LinkedIn. Develop and enforce the school's social media policies and governance procedure. Collaborate with and lead internal resources in social media content development.
- *Analytics and Insights.* Monitor and report on digital and social channel KPIs and analyze data to provide insights to school leadership. Analyze social channel activity provide audience insights and reports on key metrics.
- *Content Strategy and Management.* Develop and implement a content strategy. Ensure high-quality, accurate content aligns with the school's goals, complies with policies and standards and reflects a professional, consistent brand voice. Manage the school's digital and social media editorial calendar to support annual programs, holidays and events.
- *Traditional Media.* Responsible for managing and maintaining all non-fundraising related marketing collateral and publications including the school's annual report.
- *Brand.* Champion the Hillel Torah brand by developing and maintaining brand standards and brand voice.
- *Publicity and Media Relations.* Author press releases. Coordinate media coverage with local, and national Jewish and general media outlets.

Position Requirements

- Bachelor's degree in digital, interactive, marketing, communications, journalism, or related field
- Minimum 5 years of experience in a digital content or marketing roles (web content editor, digital marketing, email marketing)
- Proven track record of successfully managing multichannel campaigns
- Proficient in Wordpress, MailChimp, Google Analytics, Facebook, Instagram, YouTube, Twitter
- Excellent communication and writing skills, and writing for social media
- Background in Judaic studies and Hebrew language

Preferred Skills

- Strong knowledge of Orthodox Jewish religious and cultural practices
- Hebrew language proficiency
- Photoshop or other photo editing software

About Hillel Torah: Hillel Torah North Suburban Day School, founded in 1962, is a preschool through eighth grade co-educational Modern Orthodox Jewish Day School providing excellence in both Judaic and General Studies. We are located in Skokie, IL and serve over 400 students. Hillel Torah is a vibrant and supportive team-oriented work environment.

To apply: Send resume and cover letter to resumes@hilleltorah.org