



CAREER OPPORTUNITY

JCA Digital Comms & Engagement Manager

Reporting to the Head of Marketing and Communications, this is a hands-on role for someone with the talent, skills and energy to engage effectively with our local Jewish community through digital and social communication. You will also have an important role to play in JCA's engagement with the younger generation through JCA's Jumpstart Committee.

Your skill set:

- Demonstrated proficiency across social platforms (including Facebook, Instagram, LinkedIn and Twitter) and with digital content creation and editing tools.
- Excellent, current working knowledge of media-rich digital communications including video, audio and eDM.
- High-level writing, editing and design skills, with attention to detail and ability to maintain brand consistency.
- Ability to understand metrics and insights from social media platforms and align content development with the interests of different audiences.
- A natural engager with great interpersonal skills and the ability to network with the younger demographic in the Sydney Jewish Community

Your role:

- Create digital comms posts and assets that provide relevant, engaging messaging to specific target audience groups across the NSW/ACT Jewish community.
- Monitor social media accounts to gauge reach, effectiveness and impact.
- Use metrics and analytics to optimise content and better align messaging with target audience needs.
- Where necessary, brief and manage delivery of content from outside suppliers (e.g. videographers, photographers, writers, web service providers).
- Act as a key representative of the Jumpstart community within JCA to support engagement with this important younger audience.
- Provide timely reporting to JCA management and external committees on digital and social comms, as well as metrics specific to the Jumpstart cohort.

Your professional capabilities:

- A well-organised, self-starter – able to work independently to see projects through to completion.
- A constructive team member who can work collaboratively with Jumpstart Committee volunteers to support the implementation of forward-thinking initiatives
- Organisational skills to plan and budget for activities, and act autonomously to deliver to agreed goals, on-time and within budget.
- Enthusiastic, positive and proactive – able to integrate with a close-knit team that's passionate about JCA, its member organisations and the community we serve.

Your personal attributes:

- Strong affinity for the Jewish community and JCA's vision.
- Contribute actively to the creation of a happy, positive, harmonious workplace.
- Optimistic and mature – able to understand and acknowledge others' points of view.
- Able to apply business acumen and common sense.
- Calm under pressure; organised and efficient; able to follow through on projects and tasks.

Applications in confidence: Please send CV and covering letter to: Eric Barlin – eric@jca.org.au