



DIGITAL MARKETING COORDINATOR

Summary: The Digital Marketing Coordinator will play a key role in partnering with the Development Manager in setting the public face for Ramah in the Rockies and BaMidbar Wilderness Therapy. The successful candidate will be responsible for creating and implementing the organization's marketing strategies, communications, public relations efforts, and assist in Denver office management. This position will develop collateral materials to support the organization's services and programs, manage the organization's online presence, including web content and updates, social media and online advertising, promote and expand the reach and awareness of the organization's programs and facilities, and complete administrative tasks for the year-round office management of Ramah in the Rockies and BaMidbar Wilderness Therapy.

Reporting Relationships

The Digital Marketing Coordinator reports to the Development Manager, and is a key member of our team. The Digital Marketing Coordinator participates with the Executive Director and other senior leadership staff in charting the public image of the organization. Within the organization, the Digital Marketing Coordinator has primary working relationships with the ED, the Director of BaMidbar, the Assistant Director of the Ramah in the Rockies, and the Development Manager.

Core Responsibilities

1. **Annual Marketing Plan:** Develop an annual marketing and communications plan and calendar for the organization.
2. **Style Guide and Graphic Design:** Develop creative and visually appealing branding, messaging, and style guide that promotes Ramah and BaMidbar, its programs and facilities, across various media platforms including e-newsletters, print, grass roots marketing efforts, press releases, direct mail, web content, blogs, and social media.
3. **Social Media:** Manages all social media campaigns to promote Ramah and BaMidbar programs and events including daily posts across multiple platforms like Facebook, Instagram, Twitter, Snapchat, LinkedIn, and Youtube.
4. **Video and Photography:** Oversee all video and photography production for the organization with the ability to create and edit short video clips and photographs for marketing efforts.
5. **Print Materials:** Develops special marketing materials, including the annual report, newsletters, and program direct mail campaigns to maintain existing client relationships and develop new client relationships.
6. **Promotion:** Working with team on the ground at the Ramah ranch, oversees all digital marketing programs. This includes, maintaining website content, social media accounts, blogs and summer pictures.
7. **SEO/Analytics:** Understand, monitor, utilize, and implement a marketing strategy around search-engine-optimization, social media and google analytics to drive business and communications efforts.
8. **Swag:** Create annual summer camp T-shirt design and coordinate production of all swag materials including small giveaways, jackets, and other clothing items.
9. **Office:** Assist with office tasks related to opening and processing mail, answering the phone, and ordering office supplies, and gift acknowledgement for fundraising efforts under the supervision of the Development Manager.



www.ramahoutdoors.org

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Qualifications:

1. Graphic design and marketing experience required
2. Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations activities
3. Strong creative, strategic, analytical, organizational and personal skills
4. Demonstrated successful experience writing and issuing press releases, making presentations and solidifying media placements
5. Experience in overseeing the design and production of print materials and publications
6. Computer literacy in word processing and database management
7. Knowledge and understanding of email marketing services, basic website development and management, and social media strategy and analytics
8. Proficiency in WordPress, Google Analytics, Photoshop, Canva, and Constant Contact
9. Excellent oral and written communications skills, including ability to write copy
10. Ability to manage multiple projects at a time
11. Bachelor's degree with major in communications, graphic design, marketing, public relations, or a related field desirable
12. Familiarity with Jewish organizations and ability to read Hebrew letters preferred

Additional Requirements:

- Resides in Colorado, or willingness to move there within one month of being hired
- Must work from the Denver office year-round. Be available to be at camp 1-2 days/ month throughout the year to maintain connection with the onsite team.
- Ability to travel occasionally and work some Shabbatot and evening events throughout the year

Compensation and Benefits:

- **Salary:** Competitive for non-profit market place, commensurate with experience
- **Health Insurance:** Employees must provide their own health insurance. Ramah agrees to reimburse up to 80% per month (\$350 Reimbursement maximum) for costs to employee with proper receipts/documentation of health coverage
- Participation in professional development and National Ramah Commission Communications Cohort
- Paid time off (vacation, sick days and Jewish holiday)
- Flexible work hours

To Apply: Please send resume and cover letter to Matt Levitt at matt@ramahoutdoors.org. Please explain why you are interested in the position, and why you would be the best candidate for the position.

About Ramah in the Rockies

The Mission of Ramah in the Rockies is to nurture the character development of Jewish youth by providing them the opportunity to challenge themselves physically, intellectually, and spiritually. Ramah in the Rockies is a rustic outdoor adventure organization located 90 minutes from Denver near Deckers, Colorado on a 360 acre ranch. Ramah in the Rockies has two core programs, a Jewish overnight summer camp and a Jewish wilderness therapy treatment program called BaMidbar Wilderness Therapy. More information about our organization can be found at www.ramahoutdoors.org and www.bamidbartherapy.org.