

**Job Title:** Head of Audience and Growth

**Benefits:** 403(b) / Dental / Health

**Schedule:** Full Time, Monday – Friday

**Location:** Remote, New York area preferred

**Salary:** \$120,000–\$140,000

70 Faces Media is seeking an innovative, data-driven **Head of Audience and Growth** to help shape the future of Jewish digital media and online learning in a rapidly changing environment. This is a rare opportunity to lead marketing strategy and execution for a diverse portfolio of beloved brands – including JTA, My Jewish Learning, Kveller, Hey Alma, The Nosher, and the New York Jewish Week – that reach millions each month.

At a moment when AI and platform shifts are redefining digital publishing, you will be responsible for positioning 70 Faces Media at the forefront of audience growth and engagement, leading our efforts to protect and expand our reach and grow our base of highly engaged users across all platforms.

You'll also help drive key revenue-generating initiatives — including online fundraising, paid experiences, and ecommerce — ensuring these efforts reach broad audiences and fuel the organization's financial sustainability.

We are seeking a dynamic and collaborative leader who will lead our marketing strategy and guide a team of dedicated professionals. This role is ideal for a seasoned digital marketer who is as comfortable setting long-term growth strategy as jumping into the weeds and driving campaign execution. If you love transforming audience insights into high-impact marketing and consumer revenue results, we'd love to hear from you.

### What You'll Do

**Pursue audience growth amid the AI revolution:** Shape our response to changing search trends and platform shifts, mitigating our traffic risk, innovating new acquisition tactics, and growing engagement with our existing dedicated readers.

**Make every marketing dollar count:** Strategically deploy paid marketing budgets to maximize impact across all initiatives, partnering closely with editorial, product, and revenue teams.

**Turn site visitors into devoted community members:** Design campaigns that bring lapsed users back, deepen engagement, and convert casual readers into people who return again and again.

**Expand our presence and impact across key platforms:** From social and podcasts to newsletters and emerging channels, find new and creative ways to engage with our audience.

**Transform reader loyalty into sustainable revenue:** Use marketing insights to grow our donor base and recurring support, fill our paid events and classes with engaged participants, and lay the groundwork for ecommerce initiatives that naturally extend from our content.

**Lead an agile marketing team:** Build a culture of experimentation and data-driven decision-making to the team and work across departments to align marketing strategies with organizational goals.

## What You'll Bring

- Proven ability to drive organic reach and adapt to shifting search and platform dynamics, with deep SEO expertise
- Track record of growing revenue from audiences – through donations, ticket sales, merch or more
- Project management skills that turn big-picture goals into actionable plans with measurable results
- Writing chops that grab attention in any format, from subject lines to social posts to campaign copy
- Strong analytics orientation with comfort leading experiments and translating data insights into action
- Experience mentoring teams and working cross-functionally to achieve shared goals
- Genuine passion for Jewish content and the role of media in shaping Jewish identity and community

## About 70 Faces Media

70 Faces Media is the largest digital publisher of Jewish content in North America. Our brands include JTA, My Jewish Learning, Kveller, Hey Alma, The Nosher, and the New York Jewish Week. Together, we reach more than 3 million people each month with stories, ideas, and resources that help people explore Jewish life in all its complexity and diversity. We are a mostly-remote organization with headquarters in New York City and staff around the U.S.

## How to Apply

To apply, please send your resume and a cover letter explaining your interest in the role and detailing your experience leading marketing teams and meeting marketing goals. Email all materials to Michael Wertheim, Lead Recruiter for this position, at [mwertheim@70facesmedia.org](mailto:mwertheim@70facesmedia.org).