

Job Title	Editorial Director, Learning
Industry	Digital Media & Publishing
Schedule	Full Time, Monday - Friday
Location	New York City or Remote within the USA
Benefits	403b/Dental/Health
Salary	\$110,000-\$125,000

Position Overview

70 Faces Media, the largest Jewish media organization in North America, is looking for an ambitious and entrepreneurial **Editorial Director, Learning** to shape the future of online Jewish learning and the direction of My Jewish Learning (MJL) as a brand and community.

This person will drive implementation of our organization's learning strategy, which accelerates the shift of MJL's center of gravity from high-volume SEO content to building trust and relationships with targeted user types through deeper experiences. They will ensure that our learning platforms, products and distribution efforts align with audience needs and organizational goals in an age when AI is changing how people find answers online.

The Editorial Director will ensure the implementation of a cohesive vision for how our deeper dive products, events and classes, and related community-building initiatives fit together and evolve in a rapidly changing media landscape. The Editorial Director will also serve as the learning team's bridge to the organization's audience, design, technology and revenue teams, ensuring we have sustainable strategies for top-of-the-funnel audience capture and ongoing engagement, and deeper dive products and experiences.

Your Ongoing Responsibilities:

- Drive disciplined implementation of strategic plan for learning, giving MJL team members and other 70FM staffers the feedback and prioritization they need to move ahead
- Ensure ongoing development of learning products and pathways for specific personas rather than just for search engines
- Work with the relevant programmatic leaders to develop class ideas and materials, promotions, deeper learning experiences, and a unified voice between content, classes and community gatherings
- Partner with the Head of Audience and Growth to implement no-regret low-cost moves to optimize SEO/AEO and identify other top-of-the-funnel tactics, while shifting resources to strategies for better user capture and engagement, and guiding users through the next suggested action
- Implement social media strategy that prioritizes search-driven video on YouTube, experiments with viral short-form video and maintains a "minimum viable" static presence for brand maintenance
- Develop and refine new formats including podcasts, user-generated content products (like remembrance walls), and interactive, gamified learning experiences
- Oversee the expansion of our free online programs for sustained engagement around key topics and moments
- Manage a team of 3-5 people who implement ongoing MJL work and new projects

- Act as the primary strategic decision-maker for MJL

Key 2026 Initiatives:

- **Targeted sign-ups:** Begin the shift from one-size-fits-all sign-up approach to ensuring articles promote the product most likely to be the right next step for a visitor
- **Newsletter revamp:** Develop a new daily email experience that increases engagement with a more dynamic in-product experience and surfaces deep-dive offerings users can sign up for (including email journeys, topical newsletters, classes, events and worship opportunities)
- **Multimedia strategy:** Identify and move forward with a combination of video and an MJL podcast
- **Platform development:** Devise blueprint for MJL App to be developed in time for launch of new Daf Yomi cycle in June 2027, including an Interactive gamified learning product

What You'll Bring:

- 10+ years of editorial leadership experience in media organizations, with a track record of both setting strategy and rolling up your sleeves to execute
- Collaborative leadership style with excellent communication skills and the emotional intelligence to bring out the best in others
- Proven ability to lead cross-functional efforts across teams (design, product, multimedia, marketing, business) to bring complex, interactive learning products and experiences to life
- A bold vision for the needs of different types of Jewish seekers and learners, paired with an openness to evolving and refining ideas with your team members and other colleagues
- Knowing what you don't know, and the humility to turn to subject matter experts as needed
- Skilled at using depth-of-engagement metrics (repeat sign-ups, completion rates) to measure success rather than just traffic volume
- Comfort with AI tools and data-driven approaches to audience development, with enthusiasm for testing new technologies
- Experience running time-limited experiments (e.g., short-form video or new email products) and making data-driven decisions to "double down" or "fall back"

About 70 Faces Media

70 Faces Media is the largest digital nonprofit Jewish publisher in North America. We publish six brands: Jewish Telegraphic Agency, My Jewish Learning, Kveller, The Nosher, Hey Alma, and the New York Jewish Week.

To Apply

Please send your resume and cover letter to jobs@70facesmedia.org with "Editorial Director, Learning" in the subject line.