Job Title: Audience Engagement Associate - JTA News

Industry: Internet/Online/New Media

Schedule: Fulltime, Monday-Friday

Location: United States

Salary: $45k to $55k, depending on experience and other factors

Job Requirements:
The Jewish Telegraphic Agency, the 100-year-old news organization covering the Jewish world, seeks an Audience Engagement Associate to help distribute and promote our reporting, grow our audience, develop our community of readers, and make our journalism shine for digital news consumers.

We're looking for somebody with an engaging voice who can adapt to a variety of styles and content, including everything from breaking news and politics to first person essays, culture, and more. This person must also be willing and excited to try new platforms and techniques, keep up with what's new and exciting in social media, and be comfortable working collaboratively and autonomously.

This position reports to the Director of Audience Development at 70 Faces Media, and works closely with JTA's editor in chief.

Job Responsibilities:

● Maintaining JTA's presence on Facebook, Twitter, Instagram, and emerging platforms as appropriate.
● Develop engaged communities of readers on JTA social channels, by creating content that resonates with our audiences, responding to readers and driving conversation.
● Produce emails to deliver content to our audience and identify and execute on opportunities to engage subscribers through email
● Manage some special projects and digital events so they achieve our editorial and engagement goals
● Use site analytics to understand our audience and share takeaways and recommendations with our editorial teams.
● Source ideas and insights from our communities of readers through social and direct outreach, and identify opportunities to reflect readers’ interests, questions and contributions in our coverage
● Lead and participate in additional community engagement projects as they arise

You're a good fit for this role if you:

● You have some previous experience in digital media and/or journalism, at the collegiate or professional level
● You write cleanly, quickly, and with verve
● You have a good sense of design and visual appeal
● You love managing projects and communicating widely to make sure nothing falls through the cracks
● You’re a voracious consumer of diverse forms of digital content and know where the best conversations are taking place on the internet
● You enjoy staying on top of the latest trends in digital media, including changes in social media companies’ policies
● You’re energized by brainstorming, experimenting, and refining strategies based on data
● You’re comfortable working remotely and autonomously
● You have a sense of humor and enjoy being part of a team
● You are passionate about the Jewish world, news, and driving conversations about both
About the Jewish Telegraphic Agency and 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, Alma, and The New York Jewish Week. We reach more than 3 million unique visitors each month through our sites, and millions more through our email newsletters, social media channels, and syndication clients. JTA is our 100-year-old news brand, offering compelling journalism about Jews and Jewish communities throughout the world.

We Encourage You to Apply
At 70 Faces Media, we value diversity, and we encourage all to apply. We do not discriminate on the basis of race, religion, color, gender expression or identity, sexual orientation, national origin, citizenship, age, marital status, veteran status, disability status, or any other characteristic protected by law.

How to Apply:
To apply for this position, please send a resume, cover letter, and writing sample to jobs@jta.org with “JTA Audience Engagement Associate” in the subject line. In your cover letter, please tell us about your favorite media site's Instagram, TikTok, or newsletter and what you love about it.