

About OneTable: Founded in 2014, OneTable helps people feel a sense of belonging and end their week with intention. At OneTable.org, people in their 20s and 30s find, enjoy and share Shabbat, making the most of Friday night. In 2020, OneTable expanded to a Family of Offerings: OneTable Core, “Powered by” White Label (licensing our technology and method to other companies) and HereFor.com (and its future iterations), an online platform for holidays providing content and resources for DIY gatherings. These three efforts are all designed to create more opportunities for connection. For more information: [onetable.org](https://onetable.org)

## **POSITION OVERVIEW**

The Manager, Digital Marketing is a new full-time position that will bring the OneTable brands to life throughout our marketing channels and audience segments, including internal communication, OneTable users, partners, and donors. Our communication is not only informative, encouraging, and concise, but captures the joy and elevation of Shabbat. The ideal candidate is passionate about our mission and loves the challenge of thinking critically and strategically about how to further our organization’s goals through communications and marketing. As a new position this will be an iterative job and the person in this role must be flexible as the role develops and the job changes.

Our three core values at OneTable are: welcoming, elevation, and joy. We’ve formatted the skills and experience we’re looking for in this role to show how you’ll be a part of practicing those values in our work.

### **Must Haves:**

**Welcoming – Shabbat is an ancient communal wellness practice, and an antidote to loneliness in our modern world. We express radical hospitality, welcoming guests or graciously being welcomed, while honoring the essential value in all human beings.**

- You know how to explain complex concepts in a clear, conversational, and engaging way so that everyone can feel welcomed—and you know when to add [Friday night] magic.
- You are committed to work focused on community-building, belonging, diversity, equity, and inclusion.
- You know that there is a huge variety of identities and voices in the Jewish and Jewish-adjacent world and you want to make them all feel at home in our brand.
- You have at least a basic understanding of Shabbat and/or Judaism.

**Elevation – Shabbat is an invitation to explore holiness, a sense of "sacred Otherness" by elevating time, space, food, and relationships – aided by the resources and communications created in part by the Marketing + Communications team.**

- You have an eye for design and know when something feels “on-brand.”
- You can synthesize abstract data into meaningful insights.
- You thrive in a fast-paced environment that requires you to manage and drive multiple projects with competing deadlines in a calm, professional manner, moving with a sense of timeliness and adaptability.
- You have a good understanding of grammar and editing - and also understand that grammar is just one of many writing tools.
- You are comfortable editing a variety of styles, without eliminating unique voices, love feedback and the editing process, and seek out constructive feedback if it is not readily given to you.
- You use Canva, ActiveCampaign, and Facebook Business Suite/Ad Manager or will learn them quickly (within 4 - 6 weeks) and independently.

**Joy – Shabbat is a weekly opportunity to create and share joy. Light, nourishment, fellowship — Shabbat is a reminder to delight in life; to pause and punctuate the week with a regular sense of warmth and wonder.**

- You like being a part of teams and actively seek out colleagues’ expertise and input.
- You would rather try and be wrong than not try at all.
- You have a sense of humor about failure and own your mistakes.

**Nice to Haves:**

- Graphic design expertise
- PR/Journalism/Agency experience
- Fluency in a second language (++ for Spanish/Russian/Hebrew)
- HTML and CSS “fluency”
- A strong understanding of/experience with Social Media (Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube), Salesforce, WordPress, Squarespace, and Google Analytics
- Experience writing white papers, presentation decks, case studies, infographic outlines, video scripts and long-form articles

**Responsibilities include:**

- Manage end-to-end acquisition marketing strategy
- Own execution of multiple marketing channels, including our email campaigns (ActiveCampaign) and OneTable’s social media presence
- Understand customer behaviors that trigger acquisition, engagement, and retention, and create marketing programs that drive desired behaviors

- Develop marketing campaigns with design and copywriting to help attract and engage our participants, including but not limited to: digital media content and video
- Own a marketing reporting dashboard, synthesize data into meaningful insights, and create mechanisms to share performance
- Work with the marketing/communications team to create a vision for the long- and short-term acquisition marketing
- Champion meaningful and creative ideas, leading the exploration of emerging media channels to grow our outreach and community
- Triage marketing requests according to the organizational priorities
- Work with the research team to leverage insights to inform marketing strategies
- Work with cross-functional teams within the organization (e.g. field, partnerships, research, tech, new business, etc)

**Compensation:**

Compensation for this role starts at \$60,000.

All full-time employees are offered a full benefits package including:

- Health vision insurance - medical, dental and vision insurance currently through Aetna; OneTable pays 85% of the healthcare premium for each employee and 50% of the premium for dependents
- Paid time off, including all Jewish holidays
- 403b with a 5% matching after 13 months
- Pre-tax commuter benefits, flexible spending account, short and long-term disability and life insurance
- Professional development and Jewish learning opportunities

**Location:** OneTable offers a flexible hybrid work policy. Full-time employees may choose to work from an office space (3 - 5 days a week) or fully remote. OneTable’s major markets include Atlanta, Bay Area, Boston, Chicago, DC, Denver, Miami, Los Angeles, Philadelphia, Pittsburgh, New York.

**To Apply:**

Click to fill out our online application: [www.onetable.org/careers-apply](http://www.onetable.org/careers-apply).

**Questions?**

Email [careers@onetable.org](mailto:careers@onetable.org)

**Application Process:**

Review of applications will begin immediately and continue on a rolling basis until the position is filled.

1. Applicants who move forward to the first-round screening will have an interview with a member of OneTable’s People team.
2. Applicants who move forward from a first-round interview will be given a writing prompt and two days to return their writing.

3. Applicants who move forward from the prompt will have a second-round interview with the Director of Marketing + Communications, and potentially another member of the OneTable team.
4. Applicants moved to the final round will be asked to speak with a panel of OneTable employees.
  - a. References will be requested before the final round interview.

**Note:** *OneTable seeks to increase equity in its hiring and therefore to mitigate the inside edge sometimes given to those who have relationships with "field insiders," OneTable does not accept informal internal recommendations or unsolicited recommendations from individuals with personal connections to our staff or Board members and cannot factor such referrals into selection of candidates for interviews.*

**Equal Opportunity Employer:**

We deeply value the diversity of insight, perspective, and experience brought by people from backgrounds typically underrepresented in Jewish institutions. This includes Black, Latinx, and Asian people, Black Jews, Jews of Color, Sephardi and Mizrahi Jews, lesbian, gay, bisexual, trans, and gender non-conforming people, and people with disabilities. We also welcome applications from people of diverse religious, spiritual, and cultural backgrounds.

The organization provides equal employment opportunities to all applicants and employees without regard to race, color, religion, gender, sexual orientation, gender expression, age, alienage or citizenship status, creed, genetic predisposition or carrier status, national origin, disability condition, marital status, status as a disabled or Vietnam era veteran, or any other protected characteristic as established by law. In addition, the organization affirmatively seeks to advance the principles of equal employment opportunity as it applies to all policies and procedures relating to recruitment and hiring, compensation, benefits, termination, and all other terms and conditions of employment.