



Director of Digital Marketing

Organization: Chabad on Campus International

Location: Brooklyn, NY (Hybrid)

Position Type: Full-Time

About Chabad on Campus International

Chabad on Campus International supports and strengthens over 360 Chabad Houses serving 890+ campuses worldwide, advancing vibrant Jewish life and learning for college students. In partnership with campus Shluchim, COCI works to ensure every Jewish student can deepen their connection to Jewish identity, learning, and community. Based in Brooklyn, NY, COCI has a team of 40+ professionals and an annual operating budget of \$20M.

Position Overview

Chabad on Campus International (COCI) is looking for a strategic and hands-on Digital Marketing Director to lead and evolve COCI's digital presence across platforms. This role will be responsible for translating COCI's mission and marketing goals into a coordinated, metrics-driven digital strategy. The Director will oversee and collaborate with team members across social media, email marketing, paid media, SEO, content, and platform management—helping to craft a cohesive brand experience that builds awareness, deepens engagement, and drives action from students, donors, Shluchim, and external audiences.

The ideal candidate is as comfortable in analytics dashboards as in campaign brainstorm—someone who understands both the "what works" and the "why it matters." Knowledge of how to apply AI tools and emerging platforms to scale our efforts thoughtfully is a strong plus. This role will play a key role in shaping the next phase of COCI's digital growth.

Primary Responsibilities

- Lead COCI's digital marketing strategy across web, email, social, paid media, and content channels
- Manage and mentor a small but growing digital team, including social media and content producers
- Build multi-platform campaigns that drive awareness, engagement, and action
- Develop and optimize the donor and student digital journey across touchpoints
- Partner with content and brand leads to ensure consistency across digital channels
- Leverage data and analytics to track KPIs, inform decision-making, and report on performance
- Work cross-functionally with program, development, and executive teams to align marketing goals with organizational strategy



- Explore and integrate AI tools where appropriate to enhance digital efficiency and personalization
- Oversee digital agency and platform vendor relationships as needed
- Ensure our digital platforms (web, CRM-integrated tools, etc.) are up to date, audience-friendly, and conversion-optimized

Qualifications

- 6–10 years experience in digital marketing, preferably in nonprofit, education, brand-centric, communal, or mission-driven organizations
- Demonstrated experience managing and scaling digital campaigns across multiple channels
- Strong grasp of digital marketing tools and platforms (e.g. Meta, Google Ads, email automation, social scheduling, SEO/SEM, analytics tools, etc.)
- Familiarity with CRM systems, donor journeys, and content marketing best practices
- Comfort with marketing analytics and reporting platforms (e.g. Google Analytics, etc.)
- Familiarity with the use of AI tools in marketing workflows a major advantage (ChatGPT, image generation, automation, etc.)
- Excellent writing, editorial, and storytelling instincts
- Experience managing project management and content teams
- Passion for Jewish life, engagement, and community-building; familiarity with the Chabad world or campus life a bonus
- Preference for candidates in the New York metro area, with hybrid work model expected (some in-person meetings and collaboration)

Benefits

- Generous paid time off schedule
- Paid training
- Health insurance
- Flexible spending accounts
- Paid parental and family leave
- Bereavement leave

Compensation

\$150k to \$175k annual salary, commensurate with experience, plus generous benefits. If your background exceeds our requirements, let's talk.

To Apply

Please submit your cover letter, resume, and salary expectations [here](#).

We look forward to achieving great things together!