



Marketing and Communications Coordinator

Organization: Chabad on Campus International

Location: Brooklyn, NY (Hybrid)

Position Type: Full-Time

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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 seeking a motivated and creative Marketing and Communications Coordinator to join our growing marketing department. This is an exciting opportunity to play an essential role in advancing COCI's global strategy at a pivotal moment for Jewish life on campus. The Coordinator will support the day-to-day execution of marketing and communications activities across digital promotion, social media, video, email, and content channels.

The ideal candidate has a foundation in marketing—whether through academic study, internships, or early-career experience—and is eager to learn, take initiative, and contribute to meaningful work. You're organized, curious, and comfortable juggling multiple projects. You enjoy both the creative side of marketing (drafting captions, editing short videos, brainstorming campaign ideas) and the operational side (scheduling content, tracking performance, keeping projects on track). Familiarity with AI tools to support content creation and workflow efficiency is a plus.

Primary Responsibilities

- Support the planning, scheduling, and publishing of content across COCI's social media channels (Instagram, Facebook, LinkedIn, TikTok, YouTube, and others)
- Assist with digital promotion efforts, including email campaigns, paid social, and website updates
- Help produce and edit short-form video content for social and campaign use



- Draft copy for posts, newsletters, landing pages, and other marketing materials
- Coordinate marketing project timelines, asset gathering, and cross-team communication
- Maintain content calendars and ensure deadlines are met across channels
- Track basic performance metrics (engagement, reach, click-through, etc.) and help compile reports for the team
- Support campaign rollouts in collaboration with the digital, content, and program teams
- Assist in sourcing and organizing photos, videos, and other creative assets
- Use AI tools (such as Claude, ChatGPT, and image generation tools) where appropriate to enhance efficiency in content drafting, image generation, and workflow management
- Provide general administrative and project support to the marketing department as needed

Qualifications

- 1–3 years of marketing experience (internships, freelance, or full-time roles), or a degree/coursework in marketing, communications, media, or a related field
- Familiarity with core marketing concepts across digital promotion, social media, and content creation
- Hands-on experience with social media platforms (Instagram, Facebook, LinkedIn, TikTok) from a content creator or brand-account perspective
- Basic video editing skills (CapCut, Adobe Premiere, Canva, or similar)
- Strong writing skills with attention to tone, clarity, and brand voice
- Comfort with design and scheduling tools such as Canva, Later, Hootsuite, Buffer, or similar
- Working knowledge of email marketing platforms (Mailchimp, Constant Contact, etc.) a plus
- Familiarity with AI tools (Claude, ChatGPT, image generation, etc.) and curiosity to explore how they can support marketing work
- Highly organized, detail-oriented, and able to manage multiple projects simultaneously
- Collaborative, proactive, and eager to learn from a senior marketing team
- 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

\$50k to \$60k annual salary, commensurate with experience, plus generous benefits.

To Apply

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

We look forward to achieving great things together!