



Director of Growth Marketing

Chabad on Campus International (COCI) | Full-Time

Reports to: VP of Marketing and Communications

Compensation: \$130,000–\$160,000, commensurate with experience

Location: Brooklyn, NY | Hybrid

About COCI

Chabad on Campus International (COCI) supports a global network of Chabad Jewish student centers serving more than 950 college campuses worldwide. COCI provides programming, training, grants, and organizational support that help local campus leaders engage Jewish students and strengthen Jewish life on campus.

As the network continues to grow, COCI is investing in a more sophisticated marketing approach that expands our reach, deepens engagement, and strengthens the organization's brand.

The Opportunity

Chabad on Campus International (COCI) is seeking a Director of Growth Marketing to lead audience growth and digital marketing strategy across the organization.

This role will develop an integrated approach across social media, web, email, paid media, and campaign marketing. The Director will help COCI better understand how people discover us, what draws them into our programs, and how we build lasting engagement over time.

The ideal candidate is both a strong marketer and a thoughtful strategist. They should have excellent creative judgment, be comfortable working with data, and know how to turn insight into action. Just as importantly, they should be willing to stay close to the work and continually look for ways to improve it.

An important leadership role within a growing marketing and communications function, with the opportunity to help shape how COCI approaches audience development in the years ahead. The position is hybrid and based in COCI's Brooklyn, New York, office.

Key Responsibilities

- Develop and lead COCI's growth marketing strategy across digital channels and major campaigns.
- Build a clear approach to audience development, from initial awareness to deeper, longer-term engagement.

- Contribute to social media strategy, including content direction, platform priorities, and audience growth.
- Shape web and digital strategy to improve user experience and strengthen conversion.
- Develop marketing strategies for major organizational programs, events, and initiatives.
- Identify and test new ways to reach prospective audiences and re-engage existing ones.
- Establish meaningful KPIs and reporting frameworks that measure marketing effectiveness and support better decision-making.
- Use audience and campaign performance data to determine what is working and where additional investment may be warranted.
- Partner with creative and content teams to develop strong campaigns that reflect COCI's voice and mission.
- Manage and mentor team members while helping strengthen the department's overall marketing capabilities.
- Oversee outside agencies, freelancers, and marketing partners as appropriate.
- Stay current with emerging platforms and marketing practices, and evaluate where new approaches may be useful for COCI.
- Work across the organization to ensure marketing priorities support broader institutional goals.

Qualifications

- 7+ years of experience in growth marketing, digital marketing, integrated marketing, or a related field.
- Demonstrated success developing strategies that grow audiences and produce measurable results.
- Strong experience across digital channels, with particular fluency in social media, web, email, and paid media.
- Ability to define useful metrics, interpret performance data, and apply those insights to marketing decisions.
- Strong creative judgment and an understanding of how brand and performance marketing support one another.
- Experience managing or mentoring team members and working effectively with creative and technical partners.
- Excellent communication skills and the ability to work well with colleagues across the organization and with senior leadership.
- Comfortable operating in an entrepreneurial environment where strategies and capabilities continue to evolve.
- Ability to work in a hybrid capacity from COCI's Brooklyn office.

Preferred Experience

- Experience marketing within a nonprofit, higher education, Jewish communal, membership, mission-driven, or other highly engaged community is a plus.
- Experience with paid media, marketing technology, CRM platforms, analytics, or audience segmentation is also valuable.

Compensation & Benefits

- The salary range for this position is **\$130,000–\$160,000**, commensurate with experience.
- This is a hybrid position based in COCI's Brooklyn, New York office.
- Generous paid time off schedule
- Paid training
- Health insurance
- Flexible spending accounts
- Paid parental and family leave
- Bereavement leave

How to Apply

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