



Communications & Engagement Manager

Chabad on Campus International (COCI) — New York, NY *Full-time · In-person / Hybrid · \$70,000–\$85,000 (based on experience)*

The Moment

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.

COCI is investing in the growth of its communication function — building a more intentional, funnel-based strategy for how we develop and engage our audiences over time. This is a rare opportunity to help shape that function as it grows, with real leadership support and room to take on increasing strategic responsibility.

If you see an overwhelmed, ad-hoc communication process and immediately want to bring clarity, structure, and strategy to it, you'll thrive here. You'll start by getting the fundamentals right and grow into owning broader strategic communications as the function matures

The Purpose

Great organizations are only as strong as their ability to reach, engage, and mobilize the people in their network. That's the heart of this role.

You will own how COCI communicates with its network — turning a high volume of updates and requests into a focused set of clear, compelling, well-timed communications that people actually open, read, and act on. The goal isn't just to inform; it's to move an audience: to build engagement, drive action, and make sure the right message reaches the right people at the right moment.

You'll be the person who makes our communication sharper, more strategic, and measurably effective.

What You'll Own

- Audience engagement. Design and run the core communications that reach our network — across email, messaging, and other channels — each with a clear purpose, audience, and measure of success.
- Cutting the noise. Consolidate a high volume of requests and updates into fewer, sharper, better-timed communications. Less, but better.
- The "send" button. Be the reliable, trusted hand that writes, edits, and ships communications independently and correctly.
- Action, not just delivery. Move audiences to *act* — engage with our tools, register, respond, participate — and measure whether they actually do.
- Funnel & audience development. Help build and grow a funnel-based approach: understanding different segments of our audience and guiding them toward deeper engagement over time.
- Measurement. Establish simple, honest metrics for whether communications land, and act on what the data tells you.
- Cross-department coordination. Gather what different teams need to say, translate it into effective communication, and serve as the quality gate.
- Voice and design. Maintain a consistent, professional tone and look; collaborate with and give clear direction to design resources.
- Smart use of AI. Use Claude and similar tools to draft, streamline, and scale routine informational communications.
- Strategic growth. Take on broader strategic communication projects as the function expands.

Who You Are

- An organizer at heart. You make order out of chaos and genuinely enjoy the process.
- A finisher. You take responsibility, close the loop, and don't need to be chased.
- Steady among strong opinions. You can hold the line on quality, work with many stakeholders, and stay calm and constructive under pressure.
- Audience-minded. You think naturally about who you're talking to, what will move them, and how to bring them along.
- Mission-driven. The "why" matters to you, and you want your work to serve something larger.
- Sound in judgment. You have good instincts about tone, timing, and audience — common sense you can be trusted with.
- Comfortable building. Ambiguity and a blank page energize you rather than stall you.

What You'll Need

- 3–5 years of relevant experience — communications, marketing, project management, audience development, or similar. Any industry welcome.
- Excellent written and verbal communication. This is non-negotiable and will be tested.
- Strong digital fluency: email platforms, messaging tools, project tools, and real comfort using AI tools like Claude in day-to-day work.
- A track record of owning projects end to end and actually delivering them.

A plus, but not required: experience with marketing funnels, audience segmentation, or engagement campaigns; design sensibility or experience directing designers; familiarity with metrics, analytics, or A/B testing; and a nonprofit, community, or membership-organization background.

What We Offer

- \$70,000 - 85,000 salary, based on experience
- Hybrid work schedule based in the New York area, or able to be present in New York regularly (in-person / hybrid).
- Generous paid time off
- Paid training and professional development
- Health insurance
- Flexible spending accounts
- Paid parental and family leave
- Bereavement leave

How to Apply

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

COCI is an equal opportunity employer. We welcome applicants of all backgrounds who are excited by our mission.