



Digital Marketing Director

Chabad on Campus International (COCI) — New York, NY *Full-time · In-person / Hybrid · Reports to VP of Marketing and Communications · \$125,000–\$150,000 (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.

As the network continues to grow, COCI is making a serious investment in digital growth, and this is a new senior role at the center of it. Much of our digital presence is still a work in progress, so whoever steps into this position will have the rare chance to shape it largely from the ground up, with leadership's backing and real ownership of the strategy.

It's a strong fit for a builder: someone who sees an open field as an opportunity rather than a problem, and who's just as comfortable setting direction as doing the work to get there.

The Purpose

For most people, their first impression of Chabad on Campus International (COCI) happens online — through a search result, our website, or something they come across on social media. This role is responsible for that first impression and for everything that follows from it, with one clear goal: reaching new audiences and turning our digital presence into a real engine for growth.

As Digital Marketing Director, you'll lead our website, search, social media, and marketing funnels. You'll set the strategy and do the hands-on work to bring new people in and move them toward a genuine connection with COCI.

What You'll Own

- **Digital stewardship.** Own the strategy, quality, and performance of COCI's digital presence — first and foremost the website: its content, structure, user experience, and its ability to convert visitors into engaged supporters.
- **SEO.** Own our organic search visibility — from technical fundamentals to content strategy — so the right people find us.
- **Social media.** Set and drive social strategy across channels to grow reach and engagement.
- **Funnels & promotion.** Build and optimize the path from first contact to action, and run the promotions and campaigns that fill it.
- **New audience growth.** Reach, attract, and convert audiences beyond our existing community — measurably.
- **Channel strategy.** Identify and grow the highest-leverage channels, organic and paid.
- **Measurement & analytics.** Define the metrics that matter, own the data and dashboards, and let results guide decisions.
- **Content & creative direction.** Create or direct compelling copy and creative mapped to each stage of the funnel.
- **Smart use of AI.** Use Claude and similar tools to scale content, research, and analysis.
- **Leadership.** Own digital marketing as a function — set its strategy and direction, partner with communications, design, and other teams, and build and lead the team and resources around it as it grows.

Who You Are

- **Digitally fluent.** Web, SEO, and social media are second nature to you.
- **Growth-minded.** You're always thinking about how to reach new people and get them to act.
- **Data-driven.** You follow the numbers, test your way to better results, and let the data settle debates.
- **A builder.** You'd rather build something than inherit it, and you do your best work when the path isn't fully drawn yet.
- **A finisher.** You take ownership and see things through without being chased.
- **Grounded in good judgment.** You have reliable instincts about audience, tone, and timing.
- **Mission-driven.** You want your work to matter beyond the metrics.

What You'll Need

- **6+ years** in digital marketing or growth — or a demonstrated track record of ownership and readiness to lead — including real, hands-on ownership of digital channels end to end. Any industry welcome.
- **Proven results** reaching and growing new audiences, with the numbers to back it up.
- **Fluency across web, SEO, and social:** comfortable managing a website/CMS, driving organic search, and running social strategy.
- **Funnel and promotion experience:** you've built campaigns and conversion paths that worked.
- **Strong analytical skills.** You're comfortable with data, metrics, and A/B testing, and you use them to make decisions.
- **Excellent written communication** and a strong instinct for persuasive copy. This is non-negotiable and will be tested.
- **Digital and tool fluency**, including real comfort using AI tools like Claude in day-to-day work.
- **A track record of owning projects end to end** and delivering them.

A plus, but not required: hands-on paid media / ad buying, marketing automation or CRM experience, design sensibility or experience directing designers, familiarity with web development, and a nonprofit, community, or membership-organization background.

What We Offer

- \$125,000–\$150,000 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.