SOCIAL MEDIA AND MARKETING ASSOCIATE

Sixth & I seeks a creative and highly motivated Social Media and Marketing Associate to promote our diverse offerings including, on average, 20 events per month across Talks and Entertainment and Jewish life programs. Reporting to the Assistant Director of Marketing and Communications, the Associate is responsible for working collaboratively with program departments to execute a comprehensive social media strategy to grow our followings, deepen engagement, drive ticket sales, and extend Sixth & I's brand, as well as support ongoing marketing and communications efforts.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Social Media Responsibilities

- Execute a comprehensive social media strategy and editorial calendar of daily paid, organic, original, and reposted content on Facebook, Instagram, and Twitter
- Attend 1-2 evening Sixth & I events per week to capture and post behind-the-scenes content and/or live post; plan on-site social media activations at events
- Track metrics and report regularly on audience growth
- Respond to all social media comments, messages, and tags in a timely manner and with excellent customer service
- Craft compelling copy that tells Sixth & I’s story and embodies our brand voice
- Develop social media campaigns for milestone events/anniversaries and fundraising campaigns
- Stay abreast of latest social media trends and best practices to incorporate as appropriate

Marketing and Communications Support

- Update website daily through Wordpress
- Format a weekly email newsletter, twice-monthly Sixth & Spiritual newsletter, and targeted marketing emails as needed
- Submit 20+ events each month to online calendar listings
- Research new influencers for event promotion and update existing media lists
- Archive promotional materials and press clips
- Perform research, support a wide range of one-time and/or seasonal projects, and other administrative duties as assigned

WHO YOU ARE

- Experienced: You have 1-2 years of experience working across social media platforms with a track record of engaging and growing a digital audience.
- Detail-oriented and creative: You have superb written communication skills and consistently deliver work that is error-free. You are able to produce compelling original content consistent with Sixth & I’s brand and voice.
- Tech savvy: You are proficient in Twitter, Instagram, Facebook, Facebook Ads Manager, and scheduling platforms, as well as Wordpress or a similar content management system. Familiarity with video editing and Reels strongly preferred. Familiarity with CRM database and graphic design skills are a plus.
• **Organized and efficient.** You know how to manage multiple projects and meet established deadlines. You are comfortable developing processes and systems to help guide your work.

• **Highly motivated.** You’re a self-starter who knows how to turn ideas into reality. You see challenges as opportunities for creative thinking and you are comfortable pivoting when needed. You have a commitment to continuous learning and seek out opportunities for professional development as a part of your job.

• **Team player.** You are receptive to feedback and demonstrate care and concern for Sixth & I’s organizational reputation in your approach to work. You are passionate about being part of a team-oriented, mission-driven organizational culture.

**SALARY & BENEFITS:**

• **Salary:** Sixth & I has a comprehensive pay equity philosophy which weighs years of experience and competency to determine an equitable salary within our organization. This role sits in Sixth & I’s Level 1 salary band with a minimum starting salary of $46,400.

• **FLSA Status:** Non-exempt

• **Benefits:** Sixth & I has a competitive benefits package that includes Health, Vision and Dental Insurance, Paid Vacation and Sick Leave, Retirement Savings w/ Matching Program, Pre-tax Transit Benefit, Paid Holidays, Parental Leave and more. In addition to regular vacation time and summer Fridays, our office is closed the week of July 4th and between Christmas and New Year’s, as well as for select Jewish holidays.

**HOW TO APPLY:**

Applications will be accepted on a rolling basis with a deadline of Tuesday, September 5. To apply, please send a cover letter and resume to jobs@sixthandi.org with your name and “Social Media and Marketing Associate” in the subject line. No phone calls or emails please. Candidates will be contacted if there is an opportunity to be interviewed by Friday, September 8. The anticipated new hire for this position will start by October 16.

*Sixth & I is an equal employment opportunity employer.* Systemic inequities in hiring have caused many women, people of color, and LGBTQ+ people to apply to jobs only if they meet 100% of the qualifications. If you don’t have all of the qualifications listed but are extremely organized, passionate about our mission, and believe you have applicable and transferable skills from other industries, we encourage you to apply for this job.

**WHAT IS SIXTH & I?**

Sixth & I is a center for arts, entertainment, ideas, and Jewish life in Washington, DC. We inspire more meaningful and fulfilling lives through an unexpected mix of experiences that embrace the multi-faceted identities of those we serve. Housed within a revitalized historic synagogue dating back to 1908 in the heart of the Nation’s Capital, Sixth & I reimagines how culture, community, and Jewish life can enhance people’s everyday lives. Across wide-ranging, thought-provoking, and accessible experiences, we celebrate the unexpected intersections between culture and spirituality and, in so doing, expand our sense of what’s sacred.