

Director of Creative and Digital Content

Posted Date: July 2025
Start Date: ASAP
Title: Director of Creative and Digital Content
Department: Public Engagement and Partnerships
Reports to: Deputy Director, Public Engagement and Partnerships
FSLA Status: Exempt
Schedule: Full-time

The Jewish Museum:

The Jewish Museum serves people of all religious, cultural, and ethnic backgrounds through world-class exhibitions ranging from ancient to contemporary. Founded in 1904 and located on New York City's Museum Mile, the Jewish Museum aspires to be the global leader at the center of Jewish culture.

The Museum maintains a unique collection of nearly 30,000 works of art, ceremonial objects, and media reflecting the global Jewish experience over more than 4,000 years. The Museum's thought-provoking, innovative, and intellectually stimulating exhibitions and education programs serve a wide range of audiences, including families, children and teens, students, educators, and visitors with disabilities. As an identity-based institution, the Museum plays an important role among cultural institutions, challenging all forms of bigotry and discrimination and promoting understanding among wide audiences and especially in these challenging times. The Jewish Museum invites applicants of all backgrounds to consider joining the Museum in its work.

The Jewish Museum is committed to creating an inclusive and welcoming environment for all. Integrity, collegiality, and excellence are central to the Museum's values. These values, along with an institution-wide commitment to Diversity, Equity, Access & Inclusion (DEAI), are embedded in the Museum's strategic plan.



The Position:

The Jewish Museum seeks a strategic, creative, and highly organized **Director of Creative & Digital Content** to lead digital storytelling efforts across multiple platforms. The Director of Creative & Digital Content is a senior leadership role responsible for driving the Museum's digital content strategy to amplify its mission, deepen audience engagement, and support institutional goals related to audience development, revenue, and visibility. The Director of Digital Creative and Digital Content will manage content across email, social media, and other digital channels to create a compelling and cohesive online presence. The position works in close collaboration with the Director of Marketing and Web Strategy.

Responsibilities Include:

Content Strategy & Storytelling

- Develop and execute a comprehensive digital content strategy in alignment with the Museum's mission and institutional goals.
- Shape and maintain a consistent, cohesive institutional voice across all digital platforms.
- Collaborate with departments across the Museum to identify and produce compelling stories that resonate with target audiences.

Email Marketing

- Lead email marketing strategy and execution, from content development and asset coordination to scheduling and list segmentation.
- Write and edit engaging, action-oriented copy for newsletters and targeted communications.
- Work closely with the Director of Marketing and Web Strategy to coordinate marketing strategy and execution of CRM-driven campaigns to engage target audiences and maximize conversions and remarketing efforts using Salesforce Marketing Cloud and other digital tools.
- Oversee CRM marketing efforts, working closely with Membership, Education, Curatorial, the Museum Shop, Visitor Experience, and internal/external IT partners to align with audience development and revenue goals.
- Manage and grow email lists in line with data best practices; develop strategies for high- and low-tech list capture and audience segmentation.
- Administer Salesforce Marketing Cloud, ensuring high standards in delivery, performance tracking, and optimization.



- Track KPIs and create reports on campaign performance, delivering insights to stakeholders and refining future campaigns accordingly.
- Conduct A/B testing to optimize subject lines, content, and calls to action.

Social Media Management

- Create, curate, and schedule content across platforms including Instagram, Facebook, X (formerly Twitter), YouTube, and emerging platforms.
- Plan campaigns to support exhibition launches, seasonal initiatives, live events, and institutional storytelling.
- Lead community management efforts, fostering engagement, responding to comments, and deepening audience interaction.
- Monitor social media trends and apply insights to keep the Museum's digital presence innovative and relevant.
- Analyze metrics to evaluate content performance, with monthly reporting on audience growth, engagement, and impact.

Multimedia & Cross-Platform Content

- Collaborate with the Director of Marketing and Web Strategy to conceptualize and produce high-quality multimedia content, including short- and long-form videos, podcasts, and other digital storytelling formats.
- Coordinate production with external creatives (videographers, editors, graphic designers) and internal teams.
- Work cross-departmentally to capture and promote behind-the-scenes content, artist interviews, program highlights, and more.
- Maintain editorial calendars and production timelines to ensure timely delivery of content.

Community Engagement & Influencer Strategy

- Coordinate with photographers, videographers, and Museum ambassadors to capture and share engaging content.
- Support influencer marketing strategies as part of broader outreach and communications efforts.

Requirements:

- 5-7 years of experience in digital content creation, social media management, or digital marketing (experience in the arts, culture, or nonprofit sector strongly preferred).
- Proven success managing and growing social media audiences and driving engagement.
- Excellent writing, editing, and storytelling skills with a sharp eye for voice, tone, and narrative.



- Proficiency in social media management tools (e.g., Hootsuite, Sprout Social) and basic design/editing software (e.g., Canva, Adobe Creative Suite).
- Strong visual sensibility and understanding of multimedia storytelling.
- Experience with email marketing platforms (Salesforce Marketing Cloud).
- Photography and videography skills are a strong plus.
- Highly organized, detail-oriented, and proactive in a fast-paced, collaborative environment.
- Passion for arts, culture, museums, and digital innovation.

Salary Range for Position: \$95,000 – \$105,000

Send Resume with Cover Letter To:

Director, Human Resources
The Jewish Museum
1109 Fifth Avenue
New York, NY 10128
Email: jobs@thejm.org

The Jewish Museum is committed to diversifying its staff and encourages individuals of all ethnic, racial, and religious backgrounds to apply for this position. The Museum is an equal opportunity employer and does not discriminate on the basis of any protected characteristic prohibited by applicable law.

