

Digital Marketing & Advertising Coordinator

Posted Date: December 2025
Start Date: ASAP
Title: Digital Marketing & Advertising Coordinator
Department: Public Engagement and Partnerships
Reports to: Director of Marketing and Web Strategy
FLSA Status: Non-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 Digital Marketing & Advertising Coordinator supports the Jewish Museum's public engagement goals through participation in the Museum's digital and print marketing, advertising, and web initiatives. Reporting to the Director of Marketing and Web Strategy, the Coordinator is a member of the Public Engagement and Partnerships Department, which develops and executes integrated promotional strategies across all channels to raise the profile of the Museum, increase onsite visitation and engagement, and support audience development goals for all aspects of the Museum's operations.



Responsibilities Include:

- **Support the Museum's public engagement and audience development goals**
Contribute to integrated digital and print marketing efforts that enhance the visibility of the Jewish Museum, drive onsite visitation, and foster deeper audience engagement across exhibitions, programs, and initiatives.
- **Participate in the development and execution of integrated promotional strategies**
As part of the Public Engagement and Partnerships team, coordinate with departments across the Museum, including Visitor Experience, Education & Programs, Curatorial, and Development to help develop and implement cohesive multichannel campaigns across digital, print, and onsite.
- **Assist in website content management and optimization**
Maintain and update web content to ensure accuracy, accessibility, and brand consistency. Support SEO initiatives to improve visibility, traffic, and user engagement. *Tools:* WordPress, Google Analytics, Google Search Console, Yoast SEO.
- **Contribute to media planning and advertising tasks**
Support the selection, scheduling, delivery and budgeting of digital and print ad placements to reach target audiences effectively and maximize ROI.
Tools: Google Ads Manager, Meta (Facebook) Ads Manager, Sprout Social.
- **Help develop ad and print collateral materials**
Work with the Director of Marketing and Web Strategy to compose copy and design briefs for the creation of visuals, layouts, and motion graphics for use across online and offline campaigns (digital & print ads, print collateral, direct mail, outdoor advertising).
- **Assist in setting up and deploying paid social media and Google advertising campaigns**
Support campaign setup, targeting, scheduling, and optimization across paid channels to promote museum events, exhibitions, and membership initiatives.
Tools: Google Ads, Meta Business Suite, LinkedIn Ads, X/Twitter Ads, Google Tag Manager, Google Analytics.
- **Prepare and analyze marketing performance reports**
Gather and help to interpret data from Google Analytics, ad platforms, and other dashboards to evaluate campaign performance, website engagement, and audience trends.

Requirements:

- 2 - 3 years of experience working on a cross-functional marketing team at a nonprofit or for-profit organization



- Understanding of digital advertising, SEO, SEM, and audience targeting.
- Some experience maintaining and optimizing website content within a CMS (e.g., WordPress).
- Skill in interpreting analytics and preparing actionable reports to inform strategy.
- Capable of balancing multiple deadlines, coordinating across teams, and managing deliverables efficiently.
- Strong writing skills for promotional copy, social media posts, and advertising materials within a brand voice and along editorial style guidelines.
- Familiarity with visual design principles and working with creative teams or designers.
- Knowledge of/interest in art and working at an art museum a plus

Salary Range for Position: \$56,000 - \$60,000

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.

This is a unionized position with covered employees represented by Local 2110, UAW, AFL-CIO.

