



### **Digital Media Coordinator – Third Space at Shaarei Tfiloh**

Supervisor: Marketing and Communications Manager

Hours: 17 hours/week

Compensation: \$22/hour

Location: Hybrid. Occasional evening/weekend in-person attendance at events is required.

#### **Overview:**

Third Space at Shaarei Tfiloh seeks a creative, detail-oriented Digital Media Coordinator to support our content planning and publishing across platforms. You'll work closely with our Marketing & Communications Manager to create engaging content, organize our publishing calendar, and help grow our organization's online presence. This role balances creative storytelling, strategic community engagement, and organized follow-through to build awareness, strengthen relationships, and drive participation.

Ideal candidates are strong writers with visual sensibility, excellent organizational and planning skills, and know how to make a spreadsheet sing. If you're excited about arts, culture, and Jewish community-building, even better.

#### **Responsibilities:**

##### Monthly Planning (30%)

- Work with Marketing and Communications Manager to review and finalize the upcoming month's social media and promotions calendar—taking into account holidays, Third Space programming, and other relevant dates--by the second week of each month
- Based on approved calendar, work with Marketing and Communications Manager to draft or edit post copy and create images for approval
- Ensure alignment with broader event marketing plans (especially for major events with longer lead times)
- Adjust content plan based on results and organizational priorities

##### Content Creation & Curation (40%)

- Create posts, stories, and occasional reels using Canva (or similar tools) on all active social media platforms
- Investigate and experiment with new social media platforms that may make sense for a Third Space presence
- Attend select events to capture photo and video content for future use on social media
- Source or organize photography from past events and coordinate with performers or staff for media assets
- Draft captions that reflect Third Space's tone—smart, warm, and a little playful

- Create and test mass email campaigns in Mailchimp, including layout, copy, and audience segmentation
- Generate email performance reports and provide insights for future campaigns

#### Publishing & Scheduling (20%)

- Set up and/or schedule approved posts & events across platforms using scheduling tools
- Ensure tagging, alt text, and formatting are consistent and accessible
- Monitor engagement and flag any notable activity or messages
- Publish content on our and others' community calendars
- Ensure automated communications around our programming are accurate and properly scheduled
- Assist in creating and testing events in our ticketing website to ensure accuracy and functionality

#### Other Support (10%)

- Monitor comments, DMs and tagged mentions and respond or forward to other staff members as appropriate
- Respond to followers in a timely, brand-appropriate voice
- Attend select events to capture content
- Track performance metrics and audience growth; provide monthly analytics report with insights and recommendations
- Suggest new content ideas and creative trends to test, including seasonal or thematic campaigns
- Engage with partner organizations and influencers to boost visibility
- Attend staff meetings at least once per month to stay connected and informed

#### Skills & Qualifications:

- Strong writing and storytelling ability
- Strong editing skills
- Strong attention to detail
- Basic design skills (Canva preferred)
- Organized and comfortable with spreadsheets
- Familiarity with Instagram and Facebook publishing
- Familiarity with other social media platforms (LinkedIn, TikTok, BlueSky) a plus
- Experience with Mailchimp or similar email marketing platforms
- Understanding of analytics and how to translate data into strategy
- Comfort with web-based ticketing platforms and event setup
- Enthusiastic about creative collaboration
- Interest in arts, culture, or Jewish life a plus (but not required)

#### To Apply:

Applications will be accepted on a rolling basis. Please send a cover letter and resume to [randi@thirdspace.org](mailto:randi@thirdspace.org) with "Digital Media Coordinator" in the subject line. Candidates will be contacted if there is an opportunity to be interviewed. *Third Space is an equal employment opportunity employer.*

**FLSA Status:** Non-exempt

#### What is Third Space?

Third Space at Shaarei Tfiloh is a place for gathering and a gateway to meaningful Jewish engagement

and **community**, grounded in Jewish culture and learning. We are dedicated to building a welcoming and caring community that is diverse, equitable, and inclusive. We can be a stop along the way in someone's Jewish journey, a space to be used for meaningful community building - both local and Jewish, and a container for creativity, collaboration, exploration and discovery. We are housed within Shaarei Tfiloh Synagogue, a historic synagogue located in Druid Hill Park in Baltimore. Constructed from 1921, it is one of the oldest functioning synagogue buildings in Maryland.