



# JCCFEDERATION

## of San Luis Obispo

Building Jewish community locally, connecting globally

### JOB DESCRIPTIONS

#### Leadership Fellows

Serving the local Jewish community is a form of *advodat kodesh*, of holy work. Creating transformative change in any Jewish community requires strong, trusting relationships. When trust is broken, not only do we lose the opportunity to do the work we have agreed to do, we also weaken the larger collaboration among all constituent partners. This work requires the faith in a collaborative spirit, and that faith is strengthened by accountability, maturity and generosity.

**Description:** Two-three college students work with a JCC-Federation professional to enrich Jewish life in the local community through mentorship, education, and social entrepreneurship. Students should expect to be working 2-3 hours a week in the community with occasional check-ins with their supervisor.

#### How the Fellowship Program Works:

- Identify the needs and resources of the local Jewish community. Where are the gaps in services, and sectors of the community not being served? Which resources can fellows use and leverage to best serve the local community?
- Map out goals and responsibilities. Ensure schedules are aligned so fellows can be physically present at relevant events and there is sufficient preparation time.

- Schedule three learning sessions of 5-7 Jewish topics.
- Staff will check in with fellows 4-5 times per quarter to make sure they have what they need to succeed, what lessons they have been learning and how to best support them in achieving their aims.
- At the end of the quarter there will be a fellowship review.

**Stipend:** \$250 honoraria per student per quarter

## **Social Media Intern**

The Social Media Intern is responsible for coordinating and executing JCC-Federation's social media strategy, working across key social media channels including Facebook, Instagram, Twitter and LinkedIn. This role offers the intern immersion into a busy digital communication field and to learn about social media and marketing in a community environment. This role will be instrumental in increasing our social media presence and gaining visibility for our events and nonprofit among people of all backgrounds and ages.

Reports To: Office Manager and Executive Director

### **Key Duties:**

1. Social Media Community Management
  - a. Assist with streamlining social media accounts (e.g. Facebook, Twitter, LinkedIn, YouTube, and other social media platforms), ensuring uniform content and tone of voice for landing pages, graphics, and other elements within the communities.
  - b. Increase the number of followers we have on Facebook and Twitter
  - c. Posting updates to the JCC's Facebook and LinkedIn accounts (initially under supervision from a Director).
  - d. Build Facebook 'likes'

- e. Work with staff to implement other channel-specific campaigns (e.g. uploading photos to Instagram, videos to YouTube, etc)
2. 2) Coordinating and Distributing Content
- a. Maintain a monthly social media and blogging calendar
  - b. Help coordinate a blogging program. Help to amplify this content through other social media channels.
  - c. Help to create one piece of video content per quarter and post
  - d. Set up and manage Instagram account and post interesting photos
  - e. Repurpose content from other sources for our own social media channels (and understand how to change the tone of the content for each channel).
3. Understanding and monitoring social media analytics
- a. Track key social media analytics on a monthly basis, including Google Analytics, LinkedIn company stats, etc.
  - b. Track and report website statistics using Google Analytics. Look at how well specific content performs and look at the flow of traffic through to our website. Look at how well blog posts perform based on their 'sharerating' and the total number of viewers and time spent on page.

**Stipend:** \$250 honoraria per student per quarter