



SOCIAL MEDIA & DIGITAL MARKETING SPECIALIST

OVERVIEW

Trybal Gatherings, the leading provider of Jewish camp experiences for young adults, is seeking a strategic storyteller and brand manager to make an impact on our digital presence. This position plays an important role in executing marketing plans, designing graphics and content, and driving audience engagement through social media and email communications.

The ideal candidate is an experienced social media manager with a strong communications background who's passionate about summer camp culture and travel experiences. Excited to elevate the landscape of Jewish millennial and gen-z engagement, the ideal candidate is a highly collaborative teammate with exceptional organization skills and a drive for results.

ABOUT YOU

You're a digital storyteller ready to make an impact by acting as the primary brand lead across Trybal's marketing channels, including social, email, and web. In this role, you'll lead social campaigns, drive email communications, and coordinate influencer and brand collaborations. You're an engine of creativity -- always thinking about improving communications and elevating aesthetics -- and a social media savant with a finger on the pulse of the latest trends. You're an expert at curating captivating content that transforms casual scrollers into devoted fans, and can create compelling written and visual content. You have a sophisticated sense of humor and can write copy with flair. Leveraging your knowledge of marketing analytics and a "can do" attitude, you'll keep our brand in the spotlight and expand our reach to new audiences. Qualifications:

- Expert knowledge of social media platforms, trends, and best practices with a proven track record of growing audiences, and managing successful campaigns, data, and trendspotting
- Deep understanding and working knowledge of social media platforms, mass marketing email clients, paid advertising, and how they integrate.
- Excellent copywriting skills and aptitude for content creation, with an eye for detail and natural ability to embrace Trybal's brand voice and style.
- Proficient with editing tools/platforms including Canva, Capcut, the Adobe suite, Wix, and the ability design assets for Instagram, Facebook, TikTok, web, registration platforms, and more
- Connected to the zeitgeist of millennial and gen-z culture
- Meticulous attention to detail, able to efficiently prioritize tasks, and juggle multiple projects simultaneously
- A dynamic team player who quickly learns new skills along the way
- Proactive attitude and can thrive working independently within a remote organization
- Experienced in creating results-driven campaigns and publishing events on multiple platforms. Knowledge of HTML a plus.

CORE RESPONSIBILITIES

Social Media

- **Content Creation:** Develop, design, and share scroll-stopping social media content that turns followers into advocates across our channels. You'll capture and edit mobile video content for social platforms, taking ideas from the concept stage all the way to final production to capture attention, enhance visibility, and amplify our reach.
- **Community Management:** Build a vibrant community by engaging with our audience, responding to comments and messages, and nurturing relationships with partners.
- **Trend and Competitor Analysis:** Keep us ahead of the curve by tracking best-in-class brands, staying ahead of cultural trends, and turning these insights into engaging content.
- **Analytics & Reporting:** Leverage social media listening tools to delve into data to understand content performance and optimize engagement and reach.
- **Campaign Expertise:** Partner with teams and partners as their go-to social expert, supporting marketing initiatives and campaign development.
- **Influencers:** Identify and work with influencers to design aligned content.

Digital Communications & Brand Management

- Curate, schedule, and publish digital content for Trybal's emails and social platforms
- Manage and execute email schedule and implement digital marketing campaigns
- Design graphics for sophisticated, eye-catching emails, event communications, social posts, and web
- Strong copywriting skills are a must! You'll write and edit creative copy for social, email, and memes that drive high engagement and make people say "WOW!"
- Create designs, layouts, and organize information for resources such as packing lists, marketing toolkits, and sponsor decks
- Collaborate with staff and partners on execution of marketing materials for experiences and ensure uniformity in messaging and alignment with brand voice and goals
- Demonstrate a deep understanding of our brand's voice, visual identity, and target audience to ensure cohesive and impactful storytelling across all channels.
- Keep the website up to date and adjust SEO as needed

POSITION DETAILS

- This is a primarily remote position. Candidates in Trybal's core cities (Boston, New York, Los Angeles) are preferred, but not required. Working hours are East Coast time.
- Occasional travel and availability to be onsite at events is required, with occasional nights and weekends due to the nature of the work.
- 3-5 years' experience in social media and/or communications management preferred
- Salary range \$65-75K dependent on experience; flexible vacation policy; professional development stipend; healthcare & 401(k) benefits available.
- All Trybal staff must be fully vaccinated. Proof of vaccination status will be required.

To apply: Please submit a PDF resume & cover letter to jobs@trybalgatherings.com. Include "Social Media & Digital Marketing Specialist" in the subject line of the email. Sending sample work /portfolios is encouraged. Applications are reviewed on a rolling basis; early application is advised.