



Footsteps Communications and Field Building Manager Job Description

Job Title: Communications and Field Building Manager
Reports to: Director of Communications and Field Building
Position Type: Full Time, Non-Exempt

Organizational Overview

[Footsteps](#) supports and affirms individuals and families who have left, or are contemplating leaving, insular ultra-Orthodox Jewish communities in their quest to lead self-determined lives. We provide crucial peer and professional resources and support as people embrace the challenge to redefine their identities and build new communities. Footsteps nurtures a network of individuals so that they not only survive in their new world, but thrive. Since Footsteps' founding in 2003, the organization has served nearly 2,000 individuals, and in 2022, we expect our budget to reach over \$4 million.

This past year and a half has been a pivotal time for Footsteps. While we were already seeing a steady amount of growth pre-COVID-19, the pandemic and economic downturn forced us to develop creative strategies to support members and staff as we provide the highest quality care for our hard-hit and growing community. This is both an exciting and critical time to join the Footsteps team as we continue to build out our internal structures and capacity to meet the expanding needs of this community.

We are committed to promoting an equitable, safe, and welcoming environment for our members and staff. Footsteps values a culture of respect and inclusive community: honoring personal choice, different sets of beliefs, and diverse lifestyles that promote individuals' rights to determine the course of their own lives.

Position Overview:

Footsteps is seeking an eloquent, savvy, and collaborative professional to serve as the organization's first Communications and Field Building Manager. You will play an integral role on the newly developed Communications and Field Building (CFB) team with responsibility for managing Footsteps' online presence, digital strategy, and member storytelling. You are excited about shaping Footsteps' narrative and approach to lifting up members' voices. You will work across the organization to translate Footsteps' vision and goals to its digital spaces, develop, and execute outreach strategies and strengthen Footsteps' position as a thought leader in the field.

A key priority in your first year will be to revamp Footsteps' website. This is an opportunity for someone who is passionate about Footsteps' mission, excited about building meaningful

engagement with members and supporters, and has the expertise to leverage opportunities as they arise.

Job Responsibilities:

Digital Strategy (30%)

- Create and implement social media strategy to energize Footsteps online community and to increase engagement of key audiences
- Listen and respond to conversations on social media and lift up Footsteps' perspective in critical moments
- Collaborate with Director of Communications and Field Building to enhance member communications tactics
- Track success of online communications (e-blasts, social media content) and adjust accordingly

Content Development (30%)

- Create and disseminate content across various platforms including the website, blog posts, podcasts, videos and collateral materials
- Develop and implement email marketing strategy to supporters and allies

Storytelling & Field Building (40%)

- Network and build relationships with Footsteps members and the broader formerly ultra-Orthodox community
- Identify Footsteps members who want to share their story and work with them to find the appropriate platform
- Collaborate with Director of Communications and Field Building to:
 - Develop program and policies to train members for public speaking and prepare speakers for external opportunities
 - Plan and implement events and webinars to educate allies on key issues facing Footsteps members and the greater formerly ultra-Orthodox community

Qualifications

- Passion for Footsteps' mission and values
- 5+ years of relevant professional experience
- Outstanding written, verbal, and digital communication skills
- Familiarity with formerly ultra-Orthodox and ultra-Orthodox online communities
- Deep understanding of digital communication strategies and best practices with an eye toward storytelling-based communications, issue education and advocacy
- Proficiency with website and social media analytics and reporting
- Ability to design, execute, and advise paid social media campaigns and website development, a plus

Desired Competencies:

- Big picture thinker alongside ability to implement swiftly
- Highly relational with strong interpersonal skills

- Motivated self-starter who enjoys working independently and as part of a team
- Appetite for staying on top of current events
- Ability to execute sound judgement

Location: New York City, Temporarily Remote

Start Date: Immediate

Salary: \$60,000-\$75,000, commensurate with experience

COVID update: All staff are required to be vaccinated and are required to wear masks while in the office. The office is currently closed to members and visitors, and all program offerings and services are happening remotely or outdoors.

How to Apply: Please send your resume and cover letter to opportunities@footstepsorg.org and indicate your name and “Communications and Field Building Manager” in the subject line. We will be reviewing applications on a rolling basis, so we encourage you to apply soon.

Team + Benefits:

You will be joining an amazing team of passionate, mission-driven colleagues. We offer a competitive benefits package that includes: 10 vacation days in the first year; 12 paid holidays; 5 sick days; 5 personal days; summer Fridays; four weeks of paid parental leave in the first year; health, dental, and vision insurance; 3% match for IRA retirement plan; flexible spending accounts for health care and transit; and a professional development stipend.

In recent years Footsteps has further deepened its commitment to Diversity, Equity, and Inclusion. We understand that each individual brings a unique and important perspective to the work. This is often complex and allows us to grow as an institution and as people.

Footsteps is an equal opportunity employer. Immigrants, people of color, formerly ultra-Orthodox individuals, LGBTQIA people, people with disabilities, and people who come from poor and working-class backgrounds are strongly encouraged to apply. Footsteps does not discriminate on the basis of race, color, religion, sexual orientation, gender identity or expression, national origin, age, disability, marital or veteran status, or any other legally protected status.

We thank you for your interest in career opportunities with Footsteps. Due to high volume, only those candidates selected for an interview will be contacted.

