



## Digital Content Manager

### Who is Vibe Israel?

Vibe Israel is aligning inaccurate perceptions of Israel with the reality on the ground. We are inspiring young people (Millennials and Gen Z) about Israel and sharing Israel's story with them through social media, events, on and offline campaigns, and much more. We also work with the Israeli private sector and the Jewish Diaspora to train them how to tell Israel's story in the most effective way. By harnessing the power of social media and digital place-marketing strategies we have generated over a BILLION conversations about Israel online through their interest in green energy, veganism, motherhood, fashion, food and much, much more.

### Job summary

We are looking for a creative and energetic Digital Content Manager who will manage all of Vibe Israel's digital assets, projects and social media platforms. They will work out of the Tel Aviv office with the rest of the Vibe Israel team. Candidates for this role must be strategic, creative, flexible, detail oriented, and self-motivated. Candidates should love websites, design, digital marketing and social media.

### Job requirements

- The candidate will manage and be involved in all digital aspects of Vibe Israel
- The candidate will work on the backend of the Vibe Israel [website](#), updating and adding content as needed
- The candidate will form monthly and yearlong strategies for all of Vibe Israel's social media platforms ([Facebook](#), [instagram](#), [YouTube](#) and [Twitter](#))
- The candidate will work on the backend of Search Israel, Vibe Israel's NEW search engine, will update items and content on a weekly basis or as needed, and will work on marketing Search Israel, including updating the [@searchisrael instagram](#) weekly
- The candidate will develop and help write copy for each social media platform in a voice unique to the platform but in line with Vibe Israel's voice
- The candidate will organize and help write Vibe Israel's newsletters (through Mailchimp)
- The candidate may work on existing Vibe Israel digital projects such as Passion PPL, a NEW [website](#) and social media community ([instagram](#) & [Facebook](#)) of Israeli creatives
- The candidate will work closely with the Vibe Tours team to strategize social media around various [Vibe Influencer Tours](#)

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- The candidate will work closely with CEO Joanna Landau to develop yearly digital [campaigns](#)
- The candidate will stay up to date with developments on all social media platforms and alter strategy based on those innovations

## Skills & qualifications

- English (Native or extremely fluent), Hebrew (preferred)
- Bachelor's degree
- 2+ years' experience in digital media, social media, editorial, marketing or any other relevant role
- Personally uses social media (the more platforms, the better!)
- Deep understanding and love for all social media platforms, interest in social media strategy, planning and innovation, experience gaining and retaining followers (Instagram, IGTV, Instagram Stories, Facebook, YouTube, Twitter, TikTok, whatever platform is invented next...)
- Experience working on the backend of websites (including Wix and/or other platforms)
- Knows how to adapt voice across different digital platforms (websites, social media, editorial, newsletters, formal correspondence etc.)
- Knowledge of MailChimp, SEO, graphic design, social media advertising and digital marketing is a plus
- Attention to detail
- A love for Israel and connection to Vibe Israel's mission

To apply for the position, please email your CV to: [jannahb@vibeisrael.com](mailto:jannahb@vibeisrael.com)

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