



*America's Jewish Television Network*

## **DIGITAL GROWTH MANAGER**

Jewish Broadcasting Service (JBS)

Location: Hybrid — NYC Area

Salary: \$80,000–\$100,000

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### **About JBS**

Jewish Broadcasting Service (JBS) is a national Jewish media nonprofit with decades of reach, trust, and editorial credibility. JBS produces and distributes programming that reflects the breadth of Jewish life — spanning culture, ideas, current affairs, and tradition — bringing a wide range of voices into conversation.

Currently reaching over 300,000 households monthly across cable, streaming, and social platforms, JBS is entering a new phase of growth — expanding its team, extending its reach across platforms, and deepening its role as a central home for the Jewish experience.

While JBS has been around for over 20 years, the way we are operating now is much closer to a startup: small team, high ownership, fast pace, and real opportunity to build something meaningful.

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### **The Opportunity**

JBS has built a loyal audience, a deep content archive, and a trusted brand in Jewish media.

The digital opportunity in front of us is significant: thousands of videos, a weekly email audience, and active social channels — all with substantial room to grow.

Your primary goal is simple: **grow the JBS audience across platforms using both our existing content and new programming produced every week.**

You will own day-to-day execution and growth across JBS's digital channels — YouTube, social media, email, and website — and turn strong content into measurable audience growth.

This is a builder role in a lean environment. You will operate independently while working closely with a small, fast-moving team, move quickly, and make decisions based on what is actually working.

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### **What You'll Own**

YouTube

- Own channel strategy, publishing cadence, and growth
  - Optimize the existing video catalog for search, discovery, and watch time
  - Build and maintain a consistent publishing schedule
  - Identify compelling moments in long-form content and turn them into Shorts
  - Grow subscribers and watch time as primary KPIs
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## Social Media

- Own Instagram, Facebook, TikTok, X, and YouTube Shorts
  - Repurpose long-form programming into platform-native clips
  - Create titles, thumbnails, captions, and copy across platforms
  - Maintain a consistent, high-quality publishing cadence
  - Monitor performance and adjust what you publish based on what actually works
  - Manage paid boosts and campaigns where appropriate
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## Newsletter & Audience Communications

- Own the performance and growth of the weekly newsletter
  - Analyze open rates, click-through rates, and audience behavior
  - Develop and refine audience segmentation over time
  - Identify opportunities to improve engagement and reach
  - Partner with the team on content and production (you are not responsible for writing the newsletter)
  - Help evolve the newsletter from a programming guide into a stronger audience and growth channel
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## Website (Light ownership, front-end )

- Maintain and improve website content and discoverability over time  
(This is not a rebuild role — focus is on content and usability)
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## Analytics & Reporting

- Regularly review platform performance and adjust what you publish based on results
  - Track audience growth and engagement
  - Translate performance into clear, practical recommendations
  - Report on platform performance monthly
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## Archive & Content Leverage

- Identify high-value content in the archive and bring it back into circulation
  - Continuously improve how existing content performs over time
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## How You Work with the Team

- You own how content is packaged, published, and performs digitally
  - You partner closely with Content & Production to shape what gets captured and how it translates to digital
  - You are hands-on and create clips and assets directly from both new recordings and existing content
  - You are not responsible for technical publishing systems (file formatting, & backend infrastructure) — you partner with Technology to ensure content is delivered correctly
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## Working with Production (Critical to the Role)

JBS produces new programming every week. You play a key role in ensuring that content translates into strong digital output.

This includes:

- Identifying opportunities for behind-the-scenes content during recording
  - Ensuring production captures moments that will work as clips and short-form content
  - Communicating clearly with production on what to prioritize for digital
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### Post-Recording Workflow

After every recording:

- Production provides initial timestamps and notes
- You review content efficiently (not passively)
- You identify the strongest moments and prioritize what to produce
- You generate a clear set of highlights for clips

You are **not** expected to watch every minute of every recording. The role requires speed, judgment, and the ability to quickly identify what will resonate.

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### What This Role Requires

You are a digital generalist with strong execution instincts. You can run multiple channels at once, prioritize effectively, and adjust quickly based on performance.

You are:

- Fast-moving and comfortable with high output
- Analytical and focused on what actually works
- Resourceful and able to figure things out independently
- Comfortable operating in a lean, startup-style environment

You also:

- Use AI tools regularly to scale content creation and workflow
  - Have strong video editing instincts
  - Understand how YouTube and social platforms drive discovery
  - Can write clear, compelling titles, captions, and descriptions
  - Are curious about the content and the audience JBS serves
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### What Success Looks Like

- Consistent publishing cadence across YouTube and social
  - Measurable growth in subscribers, views, and engagement
  - Increased output of strong clips from each recording
  - Clear improvement in performance across platforms over time
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### Qualifications

- 3–5 years in digital content, social media, or audience growth
  - Demonstrated experience growing a YouTube channel or social presence
  - Strong video editing ability
  - Experience with email platforms, CMS tools, and scheduling tools
  - Comfortable using AI tools in daily workflows
  - Strong writing and analytical skills
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### **JBS Core Values**

- Learning Mindset — continuous improvement and reflection
  - Entrepreneurial Spirit — initiative, building, iteration
  - Balance — integrity, pluralism, sustainability
  - Honor — excellence, respect, mission commitment
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### **To Apply**

Send your CV and cover letter to Vlada Barash at [vbarash@jbstv.org](mailto:vbarash@jbstv.org)