



WHERE COMMUNITY,
EDUCATION AND SPIRITUALITY MEET

Marketing and Programming Assistant

The Well, Metro Detroit's trendsetting and inclusive young adult community building, education and spirituality outreach initiative, is seeking a dynamic, entrepreneurial, social media mastermind to work closely with our growing team as our Marketing and Programming Assistant.

Who you are

We are looking for someone ready to dive in and embody our mission of building a robust, connected and relevant Jewish community in Metro Detroit, with particular focus on engaging and linking together young adults. This role is all about connecting to people and getting the word out about programs, opportunities, and initiatives The Well is working on. This is a great role for someone who cares about building community and wants to develop their marketing and project management skills.

What you'll be doing:

Marketing

- Responsible for maintaining and updating the organizational website
- Create monthly newsletter, email campaigns, and work with team to market programs creatively
- Manage all social media outlets for The Well (Facebook, Insta, Snapchat, etc.), create Facebook events, and stay up to date on the coolest of cool new social platforms
- Oversee our monthly Nice Jewish Person and WELLcome Home features
- Connect with participants via all channels and follow up with coffee dates and engagement.

Program Operations

- Data tracking and analytics, maintain and develop participant and donor database
- Project manage and provide support for large scale events in coordination with other team members
- Provide programmatic support to all staff for programs as assigned
- Own and manage other initiatives as they arise

You'll be working closely with a growing team and reporting to The Well's Director, Rabbi Dan Horwitz. Attending weekly staff meetings, brainstorming new ideas, and being aware of what is happening in Jewish innovation on the national level will also be part of your role. If you bring a little extra energy, and off the wall weirdness to the team, we're sure you'll fit right in.

Skills you'll need:

- 0-2 years experience in an administrative, marketing, or operations role
- Experience with and openness to relating to people of all backgrounds, knowledge and observance levels
- Social media expertise - deep knowledge of platforms; ideally experience working with analytics
- Web Development experience a plus; familiarity with Squarespace preferred
- Must be comfortable using Google Suite and Excel
- Willingness to pitch in and take action, a "can do" attitude - job may include anything from set up/take down of tables and chairs, to greeting people, to schlepping supplies to events.
- Ability to organize chaos, set and follow timelines and utilize project management tools
- A sense of urgency
- Energized, excited and passionate about building communities, connecting people, and innovating as part of Jewish community
- This position involves a flexible schedule and you must be willing to work nights and weekends.

What you'll get:

- Competitive entry level compensation (\$30,000 - \$34,000) and generous benefits
- Flexible working hours and locations; get your work done where and when you need to (being mindful of the nights and weekends for programs)
- All the coffee you can drink during "coffee dates"!
- Mentorship and professional development opportunities
- Experience working in a Jewish entrepreneurial setting!

About The Well and Detroit

The Well is a project of the Lori Talsky Zekelman Fund at Temple Israel, the largest Reform congregation in the country. Our belief is that Jewish community, ethics, values, and spirituality can and should be directly applicable to our lives, and should drive us to positively impact the world around us.

Detroit is home to the most exciting young Jewish adult resurgence in the country! With an affordable cost of living, Midwest kindness, quality professional sports, arts and culture, a rebirth of the city center (not to mention an incredible local food scene) and a Jewish community known for its generosity, we're convinced there's no better place to be to have an outsized impact and to call home!