

Marketing Director/ Content Producer
Reports to: Director of Community Engagement

Summary

Our mission is to strengthen Jewish life and identity in our community, provide for Jewish people in need and promote support for Israel. We are seeking an experienced, entrepreneurial marketing leader with a passion for the Jewish community who will build upon its established strengths and further energize the community. The successful candidate will have a unique opportunity to collaborate with leadership to "translate" the brand strategy and content priorities into content that would be used across communications outlets (JF News, E-newsletter, social media). The Director will supervise the Graphic Designer, Web Designer, and Social Media specialist.

Responsibilities

Internal:

- Stay informed and abreast of new Federation programs and initiatives, and develop and oversee implementation of exciting communication and marketing strategies to promote the same
- Oversee and implement the master marketing and communications calendar
- In collaboration with the Director of Community Engagement, utilize data analytics to understand the Federation's outreach and impact through our various programs, events, grants, etc.

External:

- Develop a keen understanding of the culture, demographics, dynamics, and key issues in the local Jewish community
- Utilize working knowledge of Jewish life and culture, national Jewish organizational issues, and national challenges facing American Jews, to generate appropriate content for Federation communications print and digital vehicles as well as external publications
- In collaboration with the Director of Community Engagement and the Chief Development Officer, develop and oversee implementation of a customized, responsive Federation brand/message(s) for:
 - Donors and prospective donors based on their giving levels, interests, and demographics
 - Federation website
 - All aspects of digital communication and social media
 - External media publications
- Utilize data analytics to ensure that the Federation's message is being delivered to target audiences, including user acquisition, conversion rates, engagement, and satisfaction rates. This includes strategic donor and market segmentation
- Develop an annual budget for the communications department and publications
- Oversees all production of promotional materials to ensure appropriate branding and messaging
- Supervise, coach, and "performance manage" all direct reports

Qualifications & Experience

- Previous professional experience creating and implementing non-profit marketing models
- Success in developing, supervising, and mentoring a small team of marketing/communications professionals
- Superb oral and written communications skills
- Outstanding ability to cultivate relationships with colleagues, donors, and community leaders of all types
- Ability to leverage CRM database for donor segmentation and customization
- Knowledge of Jewish identity, demographic and communal issues, and challenges
- Results and data-driven
- Excellent time and project management skills

Submit letter of interest and resume along with salary requirement to Mary Beth Bos, CFRE, at karen@mbjgroup.com. Deadline for application is January 7, 2022.