

## Job Description

With the primary mandate of raising brand awareness to drive community, supporter and volunteer growth, the Marketing and Communications Director/Manager is responsible for the planning, delivery, and overall strategy of marketing aligned with JFS's core principles, strategies, and objectives. The responsibilities include evolving and modernizing beyond JFS's communication strategy.

This person is responsible for telling the JFS story, making the brand more recognizable and more deeply engaged with, and garnering the power of, like-minded people who share **JFS's mission to create solutions, promote dignity and inspire humanity!**

As the steward and advocate for JFS's brand, the Marketing and Communications Director/Manager will build and lead strategic content and storytelling, elevating JFS's message. Through modern digital channels, direct mail, social media, public and press relations, events and more, the Marketing and Communications Director/Manager's goal will be to effectively communicate the JFS story across all key audiences: supporters, philanthropists, politicians, educators, community leaders, the news media, and the general population at large.

The Marketing and Communications Director/Manager will leverage and build upon a diverse portfolio of assets that includes websites, magazines and electronic publications, public relations, media outreach, social media, event marketing and communication, alliances, organizational archives, volunteer communications and more.

### Responsibilities:

- Own the JFS narrative and market positioning: Develop a market profile inspiring audiences to appreciate and take part in JFS's positive impact on the world.
- Develop the "voice" of JFS: Build upon JFS's foundation as a respected institution that is a trusted source of, advocacy, and information, maintaining and honing the "character" behind the logo throughout all JFS communications channels.
- Using data and analytics, assess the organization's appeal to current and prospective members, develop strategies and achieve success for JFS by expanding its name recognition, audience, and supporter base.
- Lead the development, research, planning, and delivery of marketing aligned with JFS's core principles, strategies and objectives.
- Oversee the processes serving many distinct audiences, stakeholders, cultures and communication channels to ensure the right messages get to the right audiences using the most relevant delivery channels. Includes effective audience identification, message development and delivery of messages and campaigns across various channels.
- Define and advocate JFS's brand and principles reflected internally and externally including media relationships, websites, public relations, social media, strategic alliances, and stakeholder engagement guidelines.
- Responsible for analytics including segmentation and reporting to increase conversion rates of relevant messaging.
- Oversee internal communication efforts to support management team and all program lines, and locations engagement and awareness.

- Efficiently manage and extract the greatest value and impact possible from a limited budget and set of resources.
- With CFO & CDO build an annual budget and report regularly on expenses.
- Responsible for board reports, donor reports, public presentations, and the production of marketing materials.
- Supervise a multi-channel marketing associate and a communications associate. Bring on volunteers and interns as needed.
- Write, produce, and supervise the production of digital and print newsletters for members and other interested audiences. Write and produce an annual progress report on the organization's activities and accomplishments.
- Promote JFS's multiple publications and multimedia platforms to existing supporters and new audiences, ranging from larger product releases to (such as new magazine issues) day by day promotion of updated content as it is continually generated, such as blog posts and podcast episodes.
- Responsible for the crafting and distribution of press releases and for cultivating relationships with the media as well as comfortable serving as the JFS spokesperson
- Oversee strategy for social media and all other communications platforms.
- Responsible for other duties as required.

**Qualifications:**

- Experience in brand development and reinforcing brand principles internally and externally.
- History of driving audience growth and acquisition via both online and offline channels.
- Experience managing content and communications across multiple platforms including content management systems, CRM, email and online channels.
- Experience analyzing emerging media or online channels, trends and competitive data and making solid, strategic recommendations.
- Strategic thinker and creative problem solver with a passion for innovation, ability to develop new programs and processes, and analyze complicated situations.
- Able to work as an integral part of a team and to manage and delegate responsibilities to subordinates.
- Demonstrated ability to create content and dispatch it with speed
- Demonstrated ability and comfort with working with demographically diverse teams
- Excellent oral and written communication skills are required
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The Marketing and Communications Director/Manger is a senior management position within JFS and reports directly to the CDO.

**Educational Requirements:**

Bachelor's Degree required; Master's Degree preferred.

**Remote Work Option:**

Hybrid schedule is available

**Salary and Benefits:**

Salary commensurate with experience.

