

JEWISH FAMILY SERVICES
JOB DESCRIPTION

JOB TITLE: Communications and Marketing Specialist (contractual)
DEPARTMENT: Development and Marketing
REPORTS TO: Chief Development Officer (CDO)

PURPOSE/SCOPE OF RESPONSIBILITY

The Marketing and Communications Specialist (contractual position) will oversee content production and create and implement internal and external communications that will help increase stakeholder engagement and propel our brand's image, establish the right messaging and themes in our content production while documenting new and improving existing procedures, plan all internal and external communications strategies, including digital media, press releases, and newsletters.

ESSENTIAL DUTIES, RESPONSIBILITIES, & COMPETENCIES

- Research, develop, and implement internal and external communications strategies to build brand awareness and increase visibility
- Establish guidelines and manage content production aligned with the organization's goals and objectives
- Contribute to the production of PR and marketing materials
- Maintain existing and create new relationships with key contacts in (digital) media
- Organize online events that support our marketing efforts
- Create and update social media strategies
- Track and report on the progress and success of our content and communications campaigns
- Lead digital execution—across email, website, and social media—of fundraising and engagement campaigns throughout the year
- Develop and execute social media campaigns for key days, themes, and priority upcoming content
- Manage social ad campaigns and other promotions; track and share results for continuous improvement to targeting and segments
- Contribute to overall digital content strategy and inform calendar of upcoming topics, news and milestones, and external opportunities to guide content planning
- Create and update marketing materials and documents in support of fundraising, donor stewardship, and programs

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
- Must be a strong communicator, have excellent written, presentation, oral communications and interpersonal skills.
- Excellent storytelling skills
- Strategic thinker and creative problem solver with a passion for innovation, ability to develop new programs and processes, and analyze complicated situations
- Experience in publishing content on WordPress and other CMS
- Able to work well in a team environment, handle multiple assignments and meet deadlines
- Knowledge of best practices for writing and publishing on different platforms
- Attention to detail and problem solving skills

Educational Requirements:

Bachelor's Degree required; Master's Degree preferred

Remote Work Option:

Hybrid schedule is available

Salary and Benefits:

Compensation commensurate with experience