



## **Position: Director of Marketing & Communications**

The Jewish Education Project

*The Fastest Growing Jewish Educational Organization in North America*

The Jewish Education Project seeks a creative, experienced, and motivated marketing professional to lead the development and implementation of the agency's marketing strategies, communications, branding, and public relations. As we're poised for incredible growth in our next era, the new Director of Marketing & Communications will lead our staff, lay committees, and Board of Directors in solidifying and sharing our mission, vision, values, and impact.

We're looking for the right person to strengthen and elevate our brand and build awareness of our work throughout the New York Jewish community and more broadly as our organization expands nationally. The role requires a keen understanding of our position and the marketplace as our constituency expands. The Director of Marketing & Communications must be innovative, comfortable taking risks with new forms of communication, and enjoy working in an exciting, results driven, and community-oriented environment.

Reporting to the Chief Advancement Officer, the Director of Marketing & Communications will be part of The Jewish Education Project's Advancement team and will work closely with the Director of Development as well as our Data Strategy Manager to elevate our messages, tell our stories in the most compelling way possible, engage new donors and the broader community, and oversee outreach to our educator constituency. The Director of Marketing & Communications will occupy a top leadership role, and will work closely with the Executive Team, Senior Management, and lay leadership.

### **Who We Are**

The Jewish Education Project inspires educators, clergy, principals and lay leaders with new ideas, skills and invaluable networks. Our goal is to lead our children and families to be their best selves, feel more connected to Jewish community and make the world a better place. Our organization is nationally renowned for our leadership training, creative educational experiences and expertise in relationship-building. The Jewish Education Project's impact can be seen through 800 educational programs in New York City, Westchester and Long Island, engaging over 160,000 Jewish children, teens and families of all backgrounds.

### **Roles and Responsibilities**

The Director of Marketing & Communications will be responsible for directing, developing, executing and evaluating the agency's positioning, marketing, and public relations strategy and goals.

### **Strategic Positioning and Oversight**

- Shape the organization's evolving positioning and messaging and lead the agency's professional staff and board in articulating key messages at this inflection point
- Manage editorial direction, brand voice, design, production and distribution of all agency materials, including print and digital channels
- Oversee our agency's full strategic website re-design
- Set the strategy for, and supervise, a marketing team, including directing their workloads and deadlines, as well as ensuring opportunities for their professional development

- Work closely with Senior Management and program staff across the agency, offering clear strategic direction in marketing and communications
- Engage lay leaders in our strategic decisions and help them message agency work in succinct, compelling ways

### Marketing Implementation

- Bring the agency's brand to life by developing breakthrough messages, stories, and communications for internal and external audiences, including members of the board, staff, educational stakeholders, donors, and foundations
- Expand and elevate our social media presence to build our reputation online, including through Facebook, Instagram, and Twitter
- Leverage agency-wide CRM to develop data-informed strategies and tactics that drive revenue for the agency and recruit people to attend events
- Lead the implementation of brand-new donor-facing communications to be launched this spring
- Spearhead the launch of a new regular CEO digital communication for donor constituency
- Oversee the development of materials for educators including newsletters and emails created by program teams across the agency

### Media & Public Relations

- Determine and implement the strategy for all communications and public relations messages to consistently articulate The Jewish Education Project's mission and impact
- Utilize a wide range of media to build the agency public image through planned publicity campaigns and PR activity
- Coordinate and seek media interest and speaking opportunities for the agency and its work, and develop relationships with reporters in Jewish and secular press
- Elevate the voices of key thought leaders in The Jewish Education Project, including our CEO, CPO, and Senior Program Managers and staff

### Who You Are

- 10+ years of experience and demonstrated success in marketing, communications or public relations (or equivalent combination of experience + graduate degree in communications, marketing, PR, journalism, or related field), including 4+ years of experience supervising staff
- Knowledge of the Jewish communal landscape and experience in the nonprofit field a plus
- A natural strategist, who can lead and guide, while also maintaining the skills of a creative
- Exceptional branding, writing, messaging, editing, and storytelling abilities/skills, making programs and concepts understandable and compelling to varied target audiences
- A persuasive and passionate communicator, both written and oral
- Familiarity or experience developing multi-channel communications targeted to different audiences based on CRM, website analytics and other data; ability to inform CRM data-gathering activities based on marketing and communication goals
- Keen understanding and hands-on experience with integrated digital marketing strategies, platforms, and associated tools including Salesforce (or other CRM), email marketing (ConstantContact, MailChimp, Pardot or similar), YouTube, social media (Facebook, Twitter, Instagram, Pinterest, Google+, emerging platforms), Google AdWords, etc
- Strong experience managing individuals and teams, and demonstrated ability to coach and supervise staff to develop a high-performing team and maximize impact
- Excellent project management skills and ability to keep multiple projects moving simultaneously

- Unwavering commitment to quality materials and data-driven evaluation
- Experience and relationships with traditional and digital media. Solid personal contact list in Jewish media a big plus.
- A self-directed professional who has passion, humility, integrity, and a positive attitude
- A consummate team player who works adeptly cross-functionally and can manage internal and external relationships (including vendors)

### What We Offer

- Salary information will be provided upon invitation for first interview.
- 3 weeks paid time off in year 1 and increasing incrementally on a set schedule
- Comprehensive health insurance
- 401k plan
- Commuter benefits
- Early close on Fridays for Shabbat and closed for most Jewish holidays
- Funds towards professional development
- A positive working environment with exposure to great learning opportunities and the chance to work with some of the top professionals in the field of Jewish Education

### How to Apply

- Please submit resume and cover letter to [careers@JewishEdProject.org](mailto:careers@JewishEdProject.org). Please include the job title in the email subject line
- The Jewish Education Project is an equal opportunity employer

**Location:** 520 Eighth Avenue, 15th Floor, New York, NY 10018

*The Jewish Education Project aims to select, place and train the best qualified individuals based upon relevant factors such as work quality, attitude and experience, so as to provide equal employment opportunity for all our employees in compliance with applicable local, state, and federal laws and without regard to non-work related factors such as race, color, religion/creed, gender, national origin, age, disability, marital status, sexual orientation, veteran status, or any other protected class. We encourage and support diversity and tolerance in our workplace.*