



Director, Marketing & Creative Operations

RootOne
New York, NY

Who We Are and Your Opportunity for Impact

RootOne is an exciting new initiative that seeks to directly impact the future landscape of North American Jewish life. Seeded by a generous gift from The Marcus Foundation and powered by The Jewish Education Project, RootOne greatly increases the number of Jewish teens who participate in immersive summer Israel experiences, and invests in elevating the overall impact of those experiences on the teens themselves. In partnership with a diverse group of youth serving organizations, camps, and community programs, RootOne is changing the field of teen Israel experiences.

RootOne's vision is to inspire and invest in 10,000 Jewish teens to travel to Israel on immersive Israel trips by 2025, to create and implement standards and benchmarks for Israel trip experiences and pre- and post-trip engagement, and to connect thousands of Jewish teens to meaningful Jewish opportunities as they progress to the next stage in their lives. Learn more at www.RootOne.org.

The Jewish Education Project has been devoted to ensuring that Jewish education is in tune with the forces that impact our world and our communities in a changing environment. We are a New York-based agency and beneficiary of UJA-Federation of New York, working closely with educational leadership in day schools, congregations, early childhood settings, teen programs and beyond to spark and spread innovative approaches that expand the reach and increase the impact of Jewish education for children, teens, and families. With a focus on serving New York (the five boroughs of NYC, Westchester, and Long Island), The Jewish Education Project is also engaged in a number of national initiatives supported by major foundations. The Jewish Education Project has established itself as a leading organization in transforming Jewish education. For more information about The Jewish Education Project, please visit www.jewishedproject.org

Position Overview

The **Director of Marketing & Creative Operations** will both create and implement comprehensive marketing, branding, creative and communication/recruitment plans for RootOne. Because RootOne is in its formative stages, the successful Director will manage and implement many of these tasks themselves, and as appropriate, outsource some work while maintaining high levels of oversight. The Director will serve as the central point for all marketing and creative projects (digital, social media, brand campaigns and print).

The Director should possess a holistic understanding of the creative process from concepting to production and have a keen sensitivity to creative workloads and project deadlines with the ability to shift and balance priorities based on the overall volume of work.

Responsibilities Include:

- Create and implement an effective and comprehensive marketing and communication plan for RootOne, focusing on building out the RootOne brand to a wider audience of families, donors, and champions
- Bring RootOne's brand to life by developing breakthrough messages, stories, and communications for various internal and external audiences, including members of the Board, staff, educational stakeholders, donors, and foundations
- Manage editorial direction, brand voice, digital and print design, production, and distribution of all RootOne materials; create, write, edit and design, as necessary
- Spearhead the full expansion of the RootOne website and other related digital platforms
- Create and design a marketing strategy and templates for youth organization partners to utilize in marketing their own trips as needed
- Work closely with lay leaders to bring their wisdom to strategic communication-based decisions as well as to help them message the work of the initiative in succinct, compelling ways
- Lead production of promotional materials (videos, print, SWAG)
- Expand and elevate the RootOne social media presence to build its reputation online
- Manage outsourced projects to timely and satisfactory completion
- Coordinate and seek media interest and speaking opportunities for RootOne and its work and develop relationships with reporters in the Jewish and secular press.

Experience, Qualifications, and Competencies

- Minimum of 8 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)
- A natural strategist, who can lead and guide, while also maintaining the skills of a creative
- Exceptional visual 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
- Strong project management skills, with ability to keep multiple projects moving forward 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 plus.
- A self-directed professional who has passion, humility, integrity, a positive attitude, and the ability to develop relationships with a wide variety of people
- A consummate team player who works adeptly cross-functionally and can manage internal and external relationships (including vendors).

What We Offer

- Three weeks paid time off in year 1; 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
- A positive work 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. Please include the job title in the email subject line
- The Jewish Education Project is an equal opportunity employer

Location: Remote until July 5, 2021 / 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.