



Director, Marketing & Communications

The Jewish Education Project
New York, NY

Opportunity for Impact

The Jewish Education Project is at the forefront of ensuring that Jewish education remains relevant and meaningful in the lives of Jewish youth and their families today and tomorrow. We inspire and empower educators to create transformative educational experiences for Jewish youth and their families so they can thrive as Jews and in the world.

We are a New York-based agency with a growing national footprint, working closely with educational leaders in day schools, synagogues, JCC's, and camps. We offer training, thought leadership, and partnerships, and we touch the lives of hundreds of thousands of children and their families each year. The Jewish Education Project is a beneficiary of UJA-Federation of New York, and we are also engaged in several national initiatives supported by major foundations. For more information about The Jewish Education Project, please visit www.jewishedproject.org

Position Overview

The Jewish Education Project seeks a creative, collaborative, experienced, and entrepreneurial marketing professional to lead the development and implementation of the agency's marketing, communications, branding, and public relations during an exciting period of growth. As our agency expands nationally, the new **Director of Marketing & Communications** will elevate our brand and build awareness of our work throughout the New York Jewish community and nationally.

Reporting to the Chief Advancement Officer, the Director of Marketing & Communications is a key member of our Advancement team and will collaborate closely with the Director of Development and the program team to tell our story, engage new donors and stakeholders, and expand outreach to our educator constituency. The candidate will also work closely with the Executive Team, Senior Management, and lay leaders. Candidates with diverse racial, cultural, educational, and experiential backgrounds are urged to apply.

Key Responsibilities

The Director of Marketing & Communications will be responsible for developing and directing the agency's overall positioning, marketing, and public relations strategy, and goals in the following key areas:

Strategic Positioning and Oversight

- Shape our positioning and messaging and lead the staff and board in articulating key messages.
- Manage editorial direction, brand voice, design, and production of all print and digital materials.
- Position and promote existing and future agency products and programs.
- Work closely with Senior Management and program staff across the agency, offering marketing support for all internal programs.
- Support and set strategic goals for the marketing team, including directing workloads and deadlines, as well as ensuring opportunities for their professional development.

Marketing Implementation

- Bring the agency's brand to life with breakthrough stories, and communications for internal and external audiences including board members, donors, foundations, and educational stakeholders.
- Expand and elevate our social media presence, including through Facebook, Instagram, and Twitter.
- Leverage agency-wide CRM to develop data-informed strategies that drive revenue and supporters.
- Enhance the materials in support of educators including newsletters and emails created by program teams.

Media & Public Relations

- Direct the strategy for communications and public relations messages to promote our mission and impact through a wide range of media.
- Oversee coordination of media interest in the Jewish and secular press and speaking opportunities for the agency.
- Elevate the voices of key thought leaders, including our CEO, CPO, and Senior Program Managers and other staff.

Experience, Qualifications, and Considerations

- 10+ years of experience in marketing, communications and/or public relations, including 4+ years as a manager.
- Deep knowledge of the diverse and pluralistic Jewish landscape a plus.
- A natural strategist, who can lead and guide, while also maintaining the skills of a creative.
- Solid branding, writing, messaging, editing, and storytelling abilities/skills.
- Familiarity or experience developing multi-channel communications targeted to different audiences based on CRM, website analytics and other data.
- Keen understanding and hands-on experience with integrated digital marketing strategies, platforms, and tools including Salesforce, email marketing, YouTube, social media, Google AdWords, etc.
- Strong experience managing people and teams, and a demonstrated ability to coach and supervise staff to develop a high-performing team and maximize impact.
- A persuasive and passionate communicator, both written and oral.
- Excellent project management skills and strong commitment to quality materials.
- Experience and relationships with traditional and digital media. Solid personal contact list in Jewish media a big plus.

What We Offer

- Salary in the range of \$120,000 - \$140,000 depending upon experience.
- Three weeks paid time off in year 1; increasing incrementally on a set schedule.
- Paid Family Leave.
- Comprehensive health insurance.
- 401k plan.
- Commuter benefits.
- Early close on Fridays for Shabbat and closed for most Jewish holidays.
- Shortened summer hours.
- 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 October 4, 2021, followed by hybrid work - three days from home or in the field, and two days at 520 Eighth Avenue, 15th Floor, New York, NY 10018.

The Jewish Education Project aims to select, place and train the best qualified persons 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.