



Manager, Creative Marketing & Communications

The Jewish Education Project
New York, NY

Opportunity for Impact

The Jewish Education Project is the force driving bold innovation and transformation in Jewish education to keep it thriving for the future. We are a New York-based agency and beneficiary of UJA-Federation of New York, at an exciting inflection point as we expand our sphere of influence to serve both our New York constituents and an increasingly national audience.

We pilot new models, harness digital platforms to serve educators, and conduct ground-breaking research. We work closely with thought leaders and trailblazers to strengthen and build leadership in the field. Our work spans day schools, congregations, early childhood settings, teen programs and beyond, that increase the reach and impact of Jewish education for children, teens and families. For more information, please visit www.jewishedproject.org

Position Overview

The Jewish Education Project seeks a full-time **Creative Marketing & Communications Manager** to join the Advancement Team, responsible for promoting The Jewish Education Project and all the innovative work the agency is doing to advance and adapt Jewish education now and in the future. This candidate will play a key role in raising awareness of the agency in New York and nationally. The ideal candidate will have strong creative skills, a solution-oriented mindset, and be a self-motivated quick learner.

Key Responsibilities

The Creative Marketing & Communications Manager will collaborate with a thoughtful and innovative team of colleagues across the agency. She/he/they will be a key partner to those colleagues in developing impactful communications to their respective audience(s) and stakeholders across social media, email, web, virtual and in-person events, paid advertising, and more. Reporting to the Managing Director, Marketing and Communications, key responsibilities include:

- Develop and execute data-driven strategies and tactics that drive engagement among various target audiences and build overall awareness of the agency's brand and programs.
- Be our resident expert and champion of The Jewish Education Project brand, ensuring that the internal organization understands and adheres to our brand guidelines. Be the steward of our brand in all design projects and written communications, guide external agencies, vendors, and freelancers on the nuances of our brand identity.
- Lead hands-on creative development of key digital marketing campaigns, including copywriting, design, and production, in collaboration with our Digital Content and Communications Project Manager.
- Act as a creative marketing and media advisor to internal colleagues to help them promote their programs using best-marketing practices.
- Enhance the visibility of our various programs and initiatives through effective marketing and advertising of key events such as lectures, symposia, podcasts, presentations, and benefit galas.
- Execute organic and paid media campaigns for select high-priority initiatives on behalf of program colleagues across search, social platforms, and digital media publishers. Track media analytics and recommend course of action based on performance metrics.
- Lead periodic content updates and redesign initiatives of our website, including usability, design, and content management. Collaborate with our web developer as needed.
- Key Liaison with, and management of, vendors and agencies including creative freelancers, video editors, producers, media agencies and publishers.

Who You Are

- Minimum of 4-6 years of experience in digital marketing, digital graphic design, and/or copywriting.
- Passionate about creative excellence with a track record of highly effective written and visual storytelling to make communications compelling to varied target audiences.
- Adept at using data and analytics to understand how marketing campaigns are performing, and how to optimize them. You have a solid working knowledge of Facebook Business Manager, Facebook Analytics, Google Ads and Google Analytics.
- Demonstrated success managing and executing omni-channel marketing and media campaigns.
- Ability to manage multiple projects and deadlines with drive, patience, and a sense of humor.
- A team player who develops collaborative and productive relationships with a wide variety of people.
- Solid experience with design, web, and CRM software such as: **CRM:** Salesforce and Pardot; **Design:** Adobe CC, Canva **Website:** Drupal 8
- A confident self-starter who asks questions, anticipates issues, and tackles problems and obstacles.
- Creative work samples (written and/or visual) may be requested.
- Familiarity with the Jewish non-profit and/or media landscape helpful but not required.
- Candidates with diverse racial, cultural, educational, and experiential backgrounds are urged to apply.

What We Offer

- Salary in the range of \$75,000 - \$85,000 commensurate with experience
- Three weeks paid time off in year 1; increasing incrementally on a set schedule
- Comprehensive health insurance
- Paid family leave
- 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.

Where You Will Work: Hybrid work environment with Tuesdays and Wednesdays at 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.