

JEWISH FEDERATION OF BROWARD COUNTY

Job Description

POSITION TITLE: Marketing Director

FLSA: Exempt

DEPARTMENT: Marketing and Communications

REPORTS TO: Chief Advancement Officer

PRINCIPAL FUNCTION: Responsible for effectively marketing the Jewish Federation of Broward County and its collaborative fundraising, leadership development, educational, outreach, and community programs. The Marketing Director supervises communications, materials, promotions and positioning for all Federation events and publications to the Jewish and general communities in order to facilitate awareness of and build support for the Jewish Federation's mission and goals.

ORGANIZATIONAL ROLE: The Marketing Director reports to the Chief Advancement Officer and has direct interaction with the President and CEO around organizational messaging. Supervises Marketing Department staff members.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Provide leadership, direction, planning and implementation of the strategic vision and brand for all aspects of marketing and communications for the Jewish Federation as a whole and its departments, programs and events.
- Ensure the Federation's strategic focus is appropriately communicated in all outgoing materials, including partner agency, donor, corporate partnership, fundraising and general communications.
- Serve as liaison to Federation's outside public relations firm to coordinate Federation external messaging through media releases and public service announcements, responses to the media on issues relevant to the organization and the Jewish community, and proposing media coverage of Federation activities.
- Develop high quality materials for fundraising and other major events, programs and initiatives and the Federation overall in coordination with. With department staff, determine strategy, content and design for all collateral materials.
- Coordinate and supervise regular communications with community and donors.
- Ensure effectiveness of the Federation's messaging and impact in the community. Manage social media outreach.
- Works with Chief Advancement Officer to craft and coordinate direct mail fundraising solicitations and related marketing and outreach components.
- Work with Federation staff and volunteers to develop and implement outreach initiatives for new audiences and to expand engagement of current and potential segments and audiences through events, promotions and other communications/marketing efforts.
- Either directly manage or oversee via marketing staff the production of all events, including working with committee, professional staff and lay leadership to develop scripts, event materials and creative aspects of designing meaningful events.
- Produce the Federation's Annual Report.
- Oversee an editorial, messaging and production calendar for the Federation.
- Provide excellent customer service to Federation departments and programs by advising, creating and executing communications and events that help all internal clients achieve their goals.

- Develop policies and procedures for marketing and communications that promote the interests of the Jewish Federation, support internal client departments and create efficient workflow.
- Other duties as assigned.

QUALIFICATIONS: Bachelor's Degree with 5 – 7 years of experience in marketing and communications, including significant non-profit professional experience. Knowledge of the Jewish community and institutions required. Solid experience utilizing Microsoft Office products (Access, Word, Excel, Outlook, PowerPoint), social media tools and the ability to quickly master new software. Must be detail-oriented. Strong organizational skills a must with the ability to meet deadlines and multitask.

PHYSICAL REQUIREMENTS: Must be able to lift and carry up to 30 lbs. short distances. Intermittent physical effort required in setting up and breaking down event materials. Must be able to sit / stand extended periods of time. Position requires stamina to work extended day, include early morning, evening and weekend events/meetings in addition to the regular work schedule.

MENTAL REQUIREMENTS: Position requires flexibility with the ability to focus on detail while handling multiple tasks and periods of frequent interruptions. Must be able to plan and organize assignments independently, to create and develop research and to present information effectively to groups.

STATUS AND SCOPE: Initiate and respond to ongoing contacts with Federation professionals, donors, volunteers and members of the community.

POSITION LOCATION: Position is based in Davie at the Jewish Federation of Broward County.

The job duties and responsibilities describe the general nature and level of work for employees in this position, but this is not intended as an exclusive or all-inclusive inventory of all duties required of employees in this job. Other responsibilities may be added as deemed necessary.

Employee Signature: _____

Date: _____

Employee Name (Print): _____

Authorized by: _____

Title: _____

Date: _____