



Job Description

POSITION TITLE: Vice President of Marketing & Communications

DEPARTMENT: Marketing

REPORTS TO: President & CEO

About the Federation:

The Jewish Federation of Broward County strives for excellence. We cultivate an inclusive space where all feel welcome, celebrated, and contribute meaningfully to our shared vision. At the Jewish Federation of Broward County, you can be part of one of the most effective non-profit organizations in South Florida. Our mission is to mobilize the Jewish Community to provide leadership and financial resources that strengthen and enhance Jewish life in Broward, Israel and worldwide.

About the Position:

As Vice President of Marketing and Communications, you will serve as the Jewish Federation of Broward County's chief brand architect and strategic storyteller. This executive-level role is responsible for elevating the Federation's visibility, engagement, and impact through compelling messaging, integrated marketing strategies, and consistent, mission-driven communications.

You will shape the narrative that positions the Federation as the place to be—a vibrant center for leadership, action, and belonging in Jewish Broward. Reporting directly to the President & CEO, and supervising the Director of Marketing, you will lead a high-performing marketing and communications function in close partnership with senior leadership, internal teams, and external public relations partners.

This is an ideal opportunity for a strategic, creative, and passionate professional who thrives in a mission-driven environment and is committed to strengthening Jewish life and community.

What You Will Be Doing (Principal Duties/Responsibilities/Tasks of the Role, Typical Day):

Strategic Marketing Leadership

- Develop initiatives that highlight the tangible outcomes of the Federation's work within Broward County and elevate its profile in the local community.
- Develop and execute a comprehensive brand and communications strategy that aligns with the Federation's strategic goals, community priorities, and fundraising objectives.
- Lead the planning and implementation of communications initiatives that ensure the Federation's strategic focus is effectively conveyed to donors, agencies, corporate partners, and the broader community.
- Position the Federation as a thought leader and movement-builder through proactive media engagement, strategic storytelling, and visibility campaigns.
- Ensure consistent, mission-driven messaging across all communication channels, including digital, print, PR, events, and internal communications.

- Manage and maintain a comprehensive editorial and messaging calendar to ensure timely and impactful outreach.

Executive Visibility & Public Relations

- Serve as the Federation's lead communications strategist, guiding messaging for major announcements, crisis response, executive speeches, and thought leadership.
- Act as a key advisor to the CEO, senior leadership, and board members on messaging strategy and public positioning.
- Serve as the primary liaison to the Federation's public relations firm, coordinating earned media opportunities, public service announcements, and media responses.
- Promote coverage of Federation activities in local, national, and Jewish media to increase visibility and credibility.

Brand Development & Campaign Integration

- Ensure campaign messaging reflects the Federation's leadership role in addressing local needs and fostering Jewish life in Broward.
- Lead the refinement and activation of the Federation's brand identity, including voice, tone, and visual assets.
- Oversee messaging and creative development for all fundraising, engagement, and impact campaigns.
- Ensure marketing and communications efforts amplify community impact and drive engagement with key constituencies, including donors, agencies, synagogues, partners, and media.
- Collaborate with the Vice President of Annual Campaign to design direct mail campaigns and related fundraising materials.
- Manage regular communications with the community and donors to strengthen relationships and build trust.

Team Leadership & Management

- Supervise, mentor, and develop the Director of Marketing, ensuring strong execution of day-to-day marketing and communications functions.
- Collaborate closely with fundraising, impact, and executive teams to ensure messaging aligns with organizational goals and priorities.
- Manage department budgets, timelines, vendor relationships, and cross-functional initiatives with excellence and agility.
- Provide exceptional customer service to internal departments by advising on and supporting communications and events that help meet departmental objectives.
- Establish and implement policies and procedures to enhance the efficiency and effectiveness of all marketing and communications efforts.

Events & Community Engagement

- Create event strategies that raise public awareness of the Federation's impact in Broward County and position it as an indispensable community institution.
- Oversee the production and marketing of all Federation events, collaborating with committees, staff, and leadership to develop scripts, materials, and creative elements that deliver meaningful and impactful experiences.

- Work with staff and volunteers to develop and implement strategies to reach new audiences and deepen engagement with current stakeholders through promotions, events, and targeted campaigns.
- Lead the development and production of the Federation's Annual Report and other high-visibility publications.

What You Need to Succeed:

- Bachelor's degree in marketing, communications, public relations, or related field; master's degree preferred.
- Minimum 10 years of progressive experience in marketing and communications, with at least 5 years in a senior leadership or executive role.
- Proven success in developing and executing integrated marketing and brand strategies.
- Strong background in media relations, executive communications, and public positioning.
- Exceptional writing, editing, and storytelling abilities, with a strategic mind and creative flair.
- Experience managing teams and external agencies with diplomacy and accountability.
- Ability to thrive in a fast-paced, mission-driven, high-visibility environment.
- Knowledge of Jewish communal life, Israel, and the unique dynamics of the nonprofit and philanthropic sectors preferred
- Occasional evening and weekend availability required for events and urgent communications needs.

Benefits

The Jewish Federation of Broward County is an equal-opportunity employer offering a people-friendly environment. The benefits of this position include a full suite of medical benefits, up to 3% retirement contribution; competitive paid time off and parental leave; opportunities for professional development; and a work culture that pairs high expectations and accountability with significant flexibility.

This job description is intended to convey information essential to understanding the scope of the position. It is not intended to be an exhaustive list of skills, efforts, duties, or responsibilities associated with the position.