



Job Description

POSITION TITLE: Senior Director of Campaign

DEPARTMENT: Campaign

REPORTS TO: Vice President, Annual Campaign

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

The Senior Director of Campaign serves as the senior architect of the Federation's mid-level Annual Campaign growth strategy, leading the design and execution of a reimagined donor platform focused on gifts between \$1,000 and \$9,999.

This leader drives a dual strategy by:

- Evolving traditional affinity-based models into broader, more dynamic philanthropic pathways
- Building micro-communities and neighborhood-based ecosystems across Broward County to deepen connection, strengthen loyalty, and accelerate philanthropic growth

Reporting directly to the Vice President of the Annual Campaign, the Senior Director oversees the full lifecycle of mid-level donors, ensuring that solicitation, stewardship, recognition, and engagement are strategic, data-informed, and community-centered.

This role blends vision with execution: cultivating community while increasing revenue, scaling engagement while improving retention, and building a structured pipeline that meaningfully advances donors toward higher levels of giving and leadership.

The Senior Director also serves as the professional lead for key campaign moments, including Ultimate Nite Out, ensuring these experiences are fully integrated into the broader cultivation strategy and micro-community framework.

What You Will Be Doing:

Strategic Campaign Leadership

- Lead the transformation of the Federation's mid-level campaign strategy from traditional affinity structures to a micro-community model that increases engagement, ownership, and philanthropic growth.

- Develop and oversee neighborhood-based campaign strategies across Broward County, identifying growth opportunities, local champions, and community-building touchpoints that strengthen campaign participation and Federation presence.
- Create scalable frameworks for community activation that align engagement with measurable fundraising outcomes.
- Monitor and drive KPIs including retention, upgrade rates, new donor acquisition, and gift-for-gift growth within the \$1,000–\$9,999 category.

Team Leadership & Execution

- Supervise and mentor director-level campaign professionals responsible for affinity, engagement, and neighborhood portfolios.
- Build a culture of accountability, innovation, and strategic thinking within the team.
- Ensure clear prospect assignment, moves management, and donor tracking systems are implemented and consistently executed.
- Align team efforts around both revenue goals and community-building benchmarks.

Donor Portfolio Management

- Manage a portfolio of mid-level donors, ensuring thoughtful cultivation and targeted solicitation strategies.
- Develop pathways to upgrade donors within the Annual Campaign and introduce opportunities for major gifts and legacy engagement.
- Integrate donor-advised funds and planned giving conversations where appropriate to strengthen long-term sustainability.

Events & Engagement

- Serve as the professional lead for Ultimate Nite Out and the Annual Campaign Kickoff, ensuring these events are strategically leveraged for acquisition, cultivation, and upgrades within mid-level and neighborhood communities.
- Partner with lay leaders and committees to ensure events support broader micro-community and campaign strategy.
- Oversee divisional and neighborhood engagement initiatives that drive participation and deepen belonging.

This role offers a unique opportunity to shape the future of philanthropic giving within JFBC while leading a high-performing team to achieve ambitious fundraising goals.

What you need to succeed

- Bachelor's degree or advanced degree required.
- 10+ years of development experience: direct solicitation experience as well as supervision and management of fundraising teams.
- Big-picture mindset; comfort and experience in strategic fundraising planning.
- Strong team management, culture-building, supervision, mentorship, consensus building and leadership abilities
- Outstanding relationship-building skills.

- Ability and desire to work closely with key stakeholders.
- Face-to-face solicitation, donor cultivation, and stewardship experience.
- Advanced understanding of fundraising data and metrics as well as budgeting experience.
- Strong project management skills.
- Excellent interpersonal and communication skills (written, oral, and public speaking).
- Authentic personal connection to the Jewish community, relevant issues of Jewish communal life, and familiarity with Jewish calendar and lifecycle.

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.