



Job Description

POSITION TITLE: Chief Marketing Officer

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 Chief Marketing Officer (CMO) of the Jewish Federation of Broward County, you will be responsible for shaping how our mission is understood, experienced, and championed across the community and beyond. As the organization's chief brand architect and strategic storyteller, you will drive visibility, influence and growth while advancing our fundraising, engagement, and community impact goals.

Working in close partnership with the President & CEO, you will lead a high-performing marketing and communications function, partnering closely with senior leadership, internal teams, and external agencies. You will develop and execute an enterprise-wide marketing strategy that strengthens brand equity, expands and engages key audiences, and aligns directly with fundraising and growth objectives.

This is a unique opportunity for a strategic and creative leader who thrives in a mission-driven environment and is passionate about strengthening Jewish life and community.

What You Will Be Doing:

Strategic Marketing Leadership

- Lead a data-driven, organization-wide marketing strategy aligned with revenue growth, donor acquisition, retention, and donor lifetime value
- Establish KPIs, dashboards, and analytics to measure performance, ROI, and engagement across all marketing channels
- Lead the development and execution of integrated brand, marketing, and communications strategies aligned with organizational priorities
- Ensure consistent, mission-driven messaging across all channels, including digital, print, PR, events, and internal communications
- Manage editorial strategy and content calendar to ensure timely and cohesive outreach
- Elevate the Federation as a thought leader through strategic storytelling, media engagement, and visibility initiatives

Executive Visibility & Public Relations

- Serve as the lead communications strategist for executive messaging, crisis communications, and thought leadership
- Advise the CEO, senior leadership, and the board on messaging and public positioning

- Partner with the CEO to elevate executive visibility, influence, and external presence
- Oversee public relations strategy and manage external agency relationships
- Drive earned media coverage across local, national, and Jewish media outlets

Brand & Campaign Strategy

- Lead brand strategy, ensuring clarity, consistency, and strong market positioning across all channels
- Lead integrated campaign strategy and full-funnel marketing from awareness through conversion and stewardship, aligned with fundraising and engagement goals
- Drive innovation in digital, omnichannel, and performance marketing strategies
- Align messaging and campaigns with fundraising priorities and community impact in partnership with development leadership
- Lead digital transformation, including CRM integration, marketing automation, audience segmentation, and personalized donor journeys

Team Leadership & Operations

- Align marketing with development and program teams around shared growth and engagement goals
- Oversee budgets, vendors, and cross-functional initiatives and partnerships
- Establish processes and systems to improve organizational efficiency and effectiveness
- Support internal teams with strategic communications and event marketing initiatives
- Build and lead a high-performing marketing organization, including team development, performance management, and succession planning

Community Engagement

- Develop event strategies that increase visibility, engagement, and community impact across key audiences
- Partner on messaging for events and major organizational initiatives
- Expand audience reach and deepen stakeholder engagement through targeted campaigns and experiences
- Lead production of the Annual Report and other key organizational publications
- Integrate events into broader donor acquisition, retention, and engagement strategies

What You Need to Succeed:

- Bachelor's degree in marketing, communications, public relations, or related field; master's preferred
- 10+ years of progressive marketing and communications experience, including 5+ years in senior leadership
- Proven success leading integrated marketing strategies that drive growth and engagement
- Experience with marketing analytics, CRM systems, and digital transformation initiatives
- Strong background in media relations, executive communications, and brand strategy
- Exceptional writing, storytelling, and strategic thinking skills
- Experience building and managing high-performing teams and external partners
- Ability to operate in a fast-paced, mission-driven, high-visibility environment
- Knowledge of Jewish communal life and the nonprofit/philanthropic sector preferred
- Willingness to work occasional evenings and weekends as needed