



United Jewish Federation OF TIDEWATER

POSITION TITLE: Director of Marketing
COMPANY NAME: United Jewish Federation of Tidewater (UJFT)

REPORTS TO: **Executive Vice President/CEO**
CLASSIFICATION: Full Time, exempt, and supervisory

The Director of Marketing is responsible for crafting and executing a marketing and communications strategy that supports the mission and programs of the United Jewish Federation of Tidewater (UJFT)/Simon Family JCC (JCC) across all external and internal media. The Director is responsible for creative and effective public relations, media, and collateral materials for all UJFT/JCC divisions and programs, as well as contracted affiliate organizations.

Essential Functions and Responsibilities:

- Increase community awareness of UJFT/JCC through public relations, social media, advertising, and message management.
- Develops annual external communications plans for traditional and social media that aligned with business objectives; measures, improves and reports on supporting activities.
- Maintains strong, effective relationships with media and other influencers to ensure UJFT/JCC presence.
- Maximizes the role of social media and content marketing for brand and program growth; develop, facilitate and activate social media strategy across the organization and across multiple platforms.
- Support the event and program specific marketing efforts of UJFT/JCC programs.
- Manages the production of marketing tools and venues available to the staff including, but not limited to, e-newsletters, websites and electronic advertising.
- Leads communication around major events.
- Develops marketing and brand standards and guidelines to assure consistency.
- Provide ongoing education to staff regarding marketing tools.
- Works closely and collaboratively with campaign and development team to achieve, support and sustain increased success in donor relations.
- Works with Jewish communal organizations to develop cooperative marketing relationships.

- Provides supervision and leadership of marketing department staff and any contractors.
- Proactively assigns and supports workflow, deadlines, assignments, and goals.
- Manages department budgets; proactively assists program staff with understanding the ROI of various types of marketing support.
- Oversees and as needed provides copywriting, editing, and proofreading services.

Qualifications

- Bachelor's degree in business, marketing, communications or related field from an accredited college or university;
- Minimum of 3-5 years of progressive experience including overseeing marketing collateral creation, social media, writing, and project management or related experience
- Proven ability to manage/supervise employees and workflow;
- Outstanding teambuilding and collaboration skills;
- Strong knowledge of web-based marketing strategies;
- Knowledge of Jewish community with understanding, appreciation and passion for the mission and values of the UJFT/JCC;
- Knowledge of Jewish heritage, values, traditions and culture;
- Willingness to work evenings, weekends and holidays as required;
- Knowledge of or experience supporting fundraising preferred.

The duties outlined in this job description are to be representative, but not all-inclusive, assigned to this job. These duties may be amended at the discretion of the Executive Vice President/CEO.

To Apply For This Position

Submit cover letter, resume and salary requirements to: resumes@ujft.org

Review of applications will begin immediately, and continue until the position is filled.

EOE federation.jewishva.org