



Position: Director, Marketing & Communications

Job Summary: The Director, Marketing & Communications will be an exceptional writer, collaborator, and innovative communicator. This team member will develop and create new ways to translate the mission and impact of Jewish Federation of Orange County (JFOC) through human-centered storytelling to various segments of key stakeholders and the community at large. This professional is responsible for developing and maintaining the organization’s overall branding, messaging, marketing strategies, communications calendar, and public relations activities, both external and internal, and ensuring the organization’s experiences and events remain on brand. This person will actively work to connect departments, develop a well-rounded representation of the organization while increasing visibility in the community, and develop strategies that drive and further engagement, increase philanthropy, and generate donor prospects.

Organization: Based on Jewish values, Jewish Federation of Orange County convenes, engages, and leads the OC Jewish community and its partners, leverages its resources to enhance and sustain Jewish life, assists Jews in need, mobilizes on issues of concern to the local Jewish community, and strengthens its bond with Israel and Jewish people globally. JFOC has been active in Orange County since 1965 and continues to be devoted to fundraising, stewardship and outreach, as well as delivering excellent programs and services. JFOC is a dynamic customer/client focused organization with a close to \$5M budget and \$3M Annual Campaign and is led by a dedicated Board of Directors and professionals. JFOC serves all of Orange County from its home within the Merage Jewish Community Center located on the Samueli Jewish Campus in Irvine, CA.

Reports to: Chief Philanthropy Officer

Advised by: Chief Executive Officer and Chief Impact Officer

Supervises: Creative Director and Director, Special Events

Position Structure: Position onboarded through remote operations (“work from home”) with the potential for hybrid remote/in-person work (for events when needed)

What you’ll do (including, but not limited to):

- Create, implement, and measure marketing and communications campaigns and projects that enhance the organization's image within the community, increase awareness of the mission, raise funds, and promote events and initiatives.
- Oversee, ideate, and conceptualize in partnership with the team all print and online content - including website, email marketing, social media, newsletters, articles, and print materials - in support of the organization's goals and initiatives while highlighting the case for giving.
- Create, write, and edit original content designed for publication or distribution, including CEO communications, presentations, articles for external publication, community updates, annual reports, donor acknowledgements, and marketing copy.
- Provide editorial direction and/or arrange for copywriting/editing and final review of all content developed by JFOC professionals and lay leadership, when required.
- Steward JFOC's brand both internally and externally.
- Collaborate with Philanthropy and Impact teams to create proposals, grants, and reports.

What will lead to success in this role:

- A deep understanding of communications strategy - how to differentiate markets, define the purpose of a particular communications initiative, make recommendations on how to harness communications tools to help clients achieve their goals.
- A well-rounded command of modern communications, including appropriate use of print, web, social media, video. Should know enough about major areas of communications to dialogue with front line producers in these areas, such as web developers, designers, copywriters, web content managers, etc. Experience in the actual production of any of these tools is highly desirable.
- Demonstrable success in building and cultivating trusted relationships; ability to work effectively, respectfully, and collaboratively on a team, within and across departments, and with third party vendors and community organizations.
- Minimum of 5-7 years marketing, communications, or related professional experience; experience in non-profit, Jewish communal work helpful; ability to infuse Jewish culture, values, traditions, and history into your work.
- Management experience in developing and overseeing comprehensive budgets across various programs, managing staff, and developing and implementing effective team processes.
- Background in fundraising or in marketing for fundraising.
- Copywriting abilities, excellent writing, public speaking and listening skills.
- Self-motivated and driven by high personal standards for your work and all levels of the organization.
- Superlative attention to detail.

Benefits:

- This is a full-time position
- JFOC provides a comprehensive benefits package

No phone calls please. Please e-mail resume and cover letter and writing samples to HR@JFFS.org. Only qualified applicants will be contacted. EOE.

To learn more about our vibrant community, visit www.JewishOC.org.