



FOR IMMEDIATE RELEASE
31 March 2022

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Secure Community Network Names Craig Fifer as Chief Communications and Marketing Officer

New Role to Help Expand Awareness of Safety and Security Services for the Jewish Community

The Secure Community Network (SCN), the official safety and security organization for the Jewish community in North America, today announced the appointment of Craig Fifer as the organization's first Chief Communications and Marketing Officer, effective 21 March. In this role, Fifer will oversee the planning and implementation of SCN's external and internal communications, public relations, and marketing strategies and activities. He will also help SCN foster relationships with community members, partners, funders, news media, and other stakeholders.

"We are thrilled to welcome Craig to SCN as we continue expanding our organization to meet increasing threats against the Jewish community," said SCN National Director and CEO Michael Masters. "Craig's expertise in developing and executing effective communications and marketing strategies will help us provide compelling and timely messaging about SCN's programs and services."



Before joining SCN, Fifer served for 27 years in state and local government, most recently as Director of Intergovernmental Affairs for the Governor of Virginia. Prior to that, as Director of Communications and Public Information for the City of Alexandria, Va., he was responsible for all communications activities for external and internal audiences and was the primary spokesperson for a \$1 billion organization with up to 500 lines of business. Fifer led branding and marketing efforts for a wide variety of programs and services and directed informational and crisis communications involving law enforcement and

emergency management. Since 1994, he served in various communications and technology roles with the Commonwealth of Virginia, the City of Alexandria, the City of Roanoke, and the Roanoke City Public Schools.

“I’m excited to join SCN at a pivotal time in the fight against antisemitism and extremism,” said Fifer. “This is a very personal and meaningful way for me to continue a career of service to others, and I look forward to building a strong communications team that contributes to SCN’s important work.”

Fifer holds a bachelor's degree in political science from Virginia Tech and a master's degree in public administration from George Mason University, where he is an adjunct professor of ethics. He is also a graduate of the Sorensen Institute for Political Leadership and the Senior Executive Institute, both at the University of Virginia. Fifer is a former synagogue vice president and religious school teacher, and a community volunteer.

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The Secure Community Network (SCN), a nonprofit 501(c)(3) organization, is the official homeland safety and security initiative of the organized Jewish community in North America. Founded in 2004, under the auspices of The Jewish Federations of North America and the Conference of Presidents of Major American Jewish Organizations, SCN serves as the central organization dedicated exclusively to the safety and security of the American Jewish community, working across 146 federations, 50 partner organizations, over 300 independent communities as well as with other partners in the public, private, non-profit and academic sectors. SCN is dedicated to ensuring that Jewish organizations, communities, as well as life and culture can not only exist safely and securely, but flourish. Learn more at securecommunitynetwork.org.