



JOB DESCRIPTION

POSITION TITLE: Assistant Director of Marketing
REPORTS TO: VP of Marketing & Communications

DEPARTMENT: Marketing
CATEGORY: Full-time, Exempt

OVERVIEW: Jewish Federation of Greater Atlanta (“Federation”) is continuing to build a diverse team of highly motivated and qualified individuals with a variety of skill sets to create a new model of 21st century community engagement and philanthropy. Federation is looking for candidates who are forward-thinking, motivated, have a positive attitude and enjoy working in an inclusive, dynamic environment.

PRINCIPAL FUNCTION: The Assistant Director of Marketing is the right hand to the Vice President of Marketing & Communications. Together they set the strategic and thoughtful direction for the organization’s marketing and communications efforts. This individual is an accomplished marketer with a creative mind-set, strong writing skills and experience in a supervision role. The Assistant Director of Marketing has a proven track record of creative strategic thinking across many marketing platforms including print, web and e-communications. They are a decisive leader, who commands respect and one whom colleagues look to for insight and perspective. They are a professional who excels working in a fast-paced environment and an individual who is able to motivate others in order to achieve organizational goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Day-to-Day Dept Management

- Work in partnership with VP to oversee day-to-day operations of all Marketing Department functions
- Supervise three members of the Marketing Department team (Marketing Account Executive, Digital Marketing Manager, and Marketing Coordinator.)
- Effectively mentor, coach and support team members on marketing programs and initiatives to ensure high level communications delivery.
- Oversee production process and prioritization & shepherding of marketing projects.
- Point person for addressing daily issues, problems, matters that require immediate attention, while building/ maintaining internal client relationships with every department within the organization.

Digital Strategy & Oversight

- Oversee (NOT implement) Federation’s digital marketing strategy efforts to include: e-communications content strategy, vision direction and workplan for emails, website, e-philanthropy and social media.
- Work with Digital Marketing Manager to create email strategy and identify opportunities to implement email automations and drip campaigns.



Marketing Operations

- Responsible to maintain and steward brand integrity in all aspects of Jewish Federation marketing.
- Write and edit a variety of products including: letters, flyers, advertising, brochure copy, press releases, speeches, annual reports, web content, newsletters and more.
- Partner with VP to identify and implement creative marketing tactics that garner more attention for the organization both internally and externally.
- While supervising the Marketing Account Executive, Digital Marketing Manager, and Marketing Coordinator, maintain a portfolio of their own to include:
 - Supporter Level Campaign (Under \$1,000k) strategy, planning, implementation (messaging & design) and reporting in partnership with consulting team of Jigsaw Analytics
 - Foundation Marketing
 - Women's Philanthropy

The above job duties and responsibilities describe the general nature and level of work for an employee in this position, but this is not intended as an exclusive or all-inclusive inventory of all duties required of employees in this job.

QUALIFICATIONS:

- Bachelor's degree in Communications, Marketing, Writing/Public Relations or a related field
- 4-6 years of work experience in marketing, advertising or communications, with a strong project management background.
- Non-profit experience a plus.
- Strong written and verbal communication skills, with proficiency in English grammar and usage, to review marketing materials, as well as be able to articulate clearly with colleagues, clients and vendors .
- Exceptional organizational and project management skills, with ability to be proactive, efficient and be able to multi-task.
- Strong people skills, able to get along with and work well with diverse personalities.
- Familiarity with and ability to infuse Jewish culture, values, traditions, and history into your work.
- Thorough understanding of creative and production processes, with a working knowledge of design and graphics, including production requirements for print and electronic applications.
- Proven ability to oversee projects from concept through layout, finished art, and production phases to completion.
- Background in strategic marketing planning helpful.
- Proficiency with Microsoft Office required, experience with Adobe Creative Suite a plus.
- Experience with web applications including website management , email management, and productivity software such as WordPress, Pardot, MailChimp, Hubspot, Asana, etc.
- Working knowledge of HTML a plus.



- Familiarity and comfort navigating various social media platforms.
- Positive can-do attitude .
- Interest in learning new skills and implementing them based on day-to-day work requirements.
- Desire to jump in and be a part of a growing team.
- Ability to work events that could take place early morning, in the evening or on Sunday .

PHYSICAL REQUIREMENTS:

Intermittent standing and walking with prolonged periods of sitting at desk or in meetings. Must be able to meet in-person with employees and clients as well as attend Federation events in-person on nights and weekends. The employee must occasionally lift and/or move up to ten pounds.

COMPENSATION:

The salary range for this position is \$76,000 - \$82,000 plus a comprehensive benefits package. Anticipated salary near midpoint; commensurate with experience.

Jewish Federation of Greater Atlanta provides equal employment opportunities to all applicants and prohibits discrimination with regard to race, religion, age, sex, national origin, sexual orientation, gender identity or expression.