



POSITION TITLE: Director of Marketing

REPORTS TO: Chief Operating Officer

CLASSIFICATION: Full-time, Exempt

PRINCIPAL FUNCTION: The Director of Marketing will work with a passionate team of Federation marketing professionals to help drive the department forward as we continue to implement new ways to reach our target and generate passion for the Federation brand. We are a team committed to growth, for our organization, for our team, and for the individual. The Director of Marketing will lead the day-to-day work of the department under the guidance of the COO, working with the marketing professionals to elevate the work of the team. If you are proactive, innovative and passionate, with a keen sense for marketing strategy, we want to hear from you!

ESSENTIAL DUTIES AND RESPONSIBILITIES

Marketing Projects

The Director of Marketing will work with the marketing team to drive implementation of key growth projects. These will shift over time, but current priorities include:

- Define messaging strategy and create a communications plan to strengthen the overall Federation brand
- Enhance use of analytics to shift to a more data-driven culture
- Significant boosting of social presence
- Increased target segmentation and data-driven strategies for hyper-personalization
- Marketing automation and retargeting strategies
- Dedicated marketing plans to support various programs/initiatives run by Federation
- Continued experimentation with new fundraising methods and influencer strategies

Department Management

- Provide day-to-day oversight of the marketing department
- Conduct weekly status meetings
- Develop and implement processes to improve efficiencies in day-to-day departmental operations with significant opportunities to rethink/reshape how marketing engages with the organization
- Participate in key creative briefings as needed, as well as individual input meetings with internal clients to help them strategize on their needs
- Review digital and print materials for final approvals
- Manage department budget
- Fill in as needed with miscellaneous writing requests, digital needs, or other tasks to support the team as needed

Supervising

- Mentor a group of four direct reports, including Creative Director, Marketing Manager, Digital Marketing Manager, and Copywriter/Content Producer



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.

REQUIRED SKILLS AND ABILITIES

- Ability to organize, prioritize, manage, and complete multiple, often-competing projects
- Strong customer service while maintaining the ability to drive outcomes
- Excellent verbal and written communication abilities a must, including editing skills
- Driven, self-starter, resourceful and able to work with minimal direction
- Team player with a positive attitude and a willingness to learn and grow
- Ability to lead team and delegate responsibilities
- Oversee the completion of multiple and varied projects and programs on differing timelines

EDUCATION AND EXPERIENCE

- Degree in Communication, Marketing, Business, or a related field
- 7+ years marketing experience
- Must have experience building a team and leading through change
- Experience or familiarity with Salesforce and/or Pardot preferred

PHYSICAL REQUIREMENTS: Intermittent standing and walking with prolonged periods of sitting at desk or in meetings.

BENEFITS: We offer a comprehensive benefits package including medical, dental, vision, long-term disability, and life insurance; 403 (b) Thrift Plan with employer match; Paid Time Off; Holiday pay

** Jewish Federation of Greater Atlanta is an equal opportunity employer.*