



JOB DESCRIPTION

POSITION TITLE: Marketing Account Executive
REPORTS TO: Assistant Director of Marketing

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: You will manage marketing for small and large-scale events throughout the year, create meaningful content that can be used to share the story of our impact, help direct Jewish Federation’s social media as it relates to your portfolio and put your **exceptional writing, organizational and project management skills** to excellent use in order to uphold our mission of building a stronger Jewish community.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Overarching Role

- Integrate Jewish Federation messaging and branding across online and offline marketing materials
- Serve as a strategic thought-leader for Jewish Federation’s marketing initiatives by providing strategic marketing guidance and recommendations to clients and colleagues
- Manage the day-to-day communications of project deliverables to clients and manage their expectations at all times to provide excellent service and foster relationships
- Responsible for defining project scope, setting timelines and budgets, ushering projects through production and ensuring projects remain on track and are delivered with excellence on time
- Effectively lead internal meetings and partner with production, digital and creative colleagues on project execution
- Write and edit a variety of products, including but not limited to letters, flyers, advertising, invitations, press releases, talking points, web and social media content, email newsletters, etc.
- Work with clients and Jewish Federation’s Digital Marketing Manager to develop and implement digital strategy as it relates to your specific portfolio
- Write marketing/communications plans for clients and lead the implementation of outlined tactics
- Create content and identify opportunities to share across various marketing channels to highlight the impact of the Jewish Federation
- Work directly with Jewish Federation colleagues to market large and small-scale events.
- Assist at events to supervise and handle marketing needs (signage, audio/visual requirements) or as needed by clients (set-up/break-down)



- Train across the department in order to be able to assist fellow team members and become knowledgeable across all disciplines

Portfolio

- Serve as the marketing/communications lead of Business & Professionals, JCREN (Real Estate), JTECH (Technology), NextGen
- Serve as the marketing communications lead for Community Planning Dept Initiatives such as: Making Jewish Places, JumpSpark, Israel (sister city Yokneam/Meggido), Ecosystem, and community wide events (Hunger Walk, Atlanta Jewish Life Festival)
- Bi-weekly Fed Five newsletter
- Website enhancements and content updates for your portfolio in partnership with Digital Marketing Manager

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:

- 3-5 years of experience in marketing, advertising or public relations with a strong project management background
- Bachelor's degree in marketing, communications, writing/public relations or related
- Ability to work on a variety of projects simultaneously
- Strong people skills, able to get along with and work well with diverse personalities while maintaining the ability to drive outcomes
- Experience with and commitment to the Jewish community, with a working knowledge of Jewish history, tradition and current events
- Thorough understanding of creative and production processes
- Working knowledge of design and graphics, including production requirements for print and electronic applications
- Exceptional organization and communications skills (both written and oral) with proficiency in English grammar and usage
- Ability to manage competing priorities.
- Strong attention to detail and proofreading skills.
- 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
- Team player with a positive attitude and a willingness to learn and grow.

PHYSICAL REQUIREMENTS:

Intermittent periods of standing and walking with prolonged periods of sitting at desk or in meetings. Must have excellent visual acuity for work with systems and records. Position requires



Jewish Federation
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average hearing and verbal ability to communicate with Federation staff, donors, volunteers, vendors, and others. The employee must occasionally lift and/or move up to ten pounds.

COMPENSATION:

The salary range for this position is \$63,000 - \$66,000 plus a comprehensive benefits package. Anticipated salary near midpoint; commensurate with experience.

Jewish Federation of Greater Atlanta is an equal opportunity employer.