



Jewish Federation of Greater Atlanta

JOB DESCRIPTION

POSITION TITLE: Marketing Lead, Signature Programs & Events

REPORTS TO: VP, Marketing & Communications

ORGANIZATIONAL OVERVIEW

At the Jewish Federation of Greater Atlanta (Federation), we are building a stronger, more connected Jewish future. This future is powered by philanthropy and built on a solid foundation of engaging programming supported locally across Atlanta and in Israel. A thriving and connected 21st Century Jewish Atlanta ensures that every Jew and their loved ones can access a warm and caring Jewish community, timeless Jewish wisdom, global Jewish peoplehood, and Jewish ways to do good in the world. This vision depends on a strategic and accessible philanthropic landscape that empowers every individual to give in a way that is meaningful to them.

PRINCIPAL FUNCTION

The Marketing Lead, Signature Programs & Events will lead and manage the marketing and communications functions for Federation's large-scale fundraising and engagement events, programs, and missions/journeys. They will work in collaboration with the Advancement Team, the Events Manager and Federation's lay leadership to plan, design and execute all marketing and communications elements of these programs. The Marketing Lead will also be responsible for creating meaningful content that showcases the impact of Federation's work and tells the story of how the organization supports and sustains Jewish Atlanta.

ESSENTIAL FUNCTIONS:

- Serve as the lead team member for Federation's signature events, programs, and missions/journeys
- Develop and implement digital strategies for the signature events portfolio
- Maintain and steward brand integrity in all aspects of Jewish Federation marketing
- Manage the day-to-day implementation & communications of assigned project deliverables
- Create content and messaging that effectively highlights Federation's impact for all signature events via social media, for event outreach and during the event/program
- Assist with developing and executing the "run of show" for each signature program
- Supervise and handle marketing needs (signage, audio/visual requirements) and other support needed on-site before, during and after events
- Lead internal meetings and partner with production, digital, and creative colleagues on project execution, including website enhancements and content updates for assigned projects
- Assist with planning and producing Fed5, Federation's bi-weekly newsletter
- Contribute to other marketing team projects as needed including website changes, email marketing, email list management and event support



Jewish Federation of Greater Atlanta

- Write and edit collateral materials including letters, flyers, advertisements, brochure copy, press releases, speeches, annual reports, web content, social media content, newsletters and other items as needed
- Partner with VP, Senior Leadership & Lay Leaders to identify and implement creative marketing tactics that garner more attention for the organization both internally and externally
- Partner with the Events Manager to plan, design, and execute all marketing and communications elements for programs and events

QUALIFICATIONS:

- Bachelor's degree in communications, marketing, writing/public relations or a related field preferred
- 3-5 years of work experience in marketing, advertising, or communications, with a strong project management background. Some non-profit experience preferred
- Strong written and verbal communication skills, with proficiency in English grammar and usage
- Exceptional organizational and project management skills, with ability to be proactive, efficient and be able to multi-task
- Ability to work with diverse teams and high level of comfort with collaborative work culture
- 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
- Experience managing or supporting strategic marketing planning and implementation
- Proficiency with Microsoft Office, experience with Salesforce, Adobe Creative Suite and HTML preferred
- Experience with web applications including website management, email management, and productivity software such as WordPress, Pardot, MailChimp, HubSpot, Asana, or similar programs
- Familiarity with using social media platforms including Facebook, Instagram & LinkedIn
- Familiarity with and ability to infuse Jewish culture, values, traditions, and history into your work
- Availability for some evening and weekend events

OTHER REQUIREMENTS:

Intermittent standing and walking with prolonged periods of sitting at desk or in meetings. Must be able to meet in-person with professional staff and lay leaders as well as attend Federation events in-person, scheduled for some nights and weekends. The employee must occasionally lift and/or move up to ten pounds.



Jewish Federation of Greater Atlanta

COMPENSATION:

The salary range for this position is \$65,000 - \$75,000 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.