



Jewish Federation
of Greater Atlanta

POSITION TITLE: Marketing Lead – Atlanta Jewish Foundation

DEPARTMENT: Marketing

REPORTS TO: Assistant Director of Marketing & Communications

CATEGORY: Full-time, Exempt

OVERVIEW

The Atlanta Jewish Foundation, a division of the Jewish Federation of Greater Atlanta, is seeking a highly motivated, detail-oriented, and ambitious Marketing Lead to spearhead all marketing efforts related to the Foundation. This role requires a creative, strategic thinker who is eager to excel and thrives in a team-oriented environment. The Marketing Lead will work closely with the Foundation team to bring their vision to life, creating impactful and meaningful connections with donors, stakeholders, and the broader Jewish community.

PRINCIPAL FUNCTION

The Marketing Lead will oversee all aspects of marketing and communications for the Atlanta Jewish Foundation, ensuring the Foundation's identity, messaging, and mission are effectively communicated and celebrated. The individual will play a vital role in building awareness, amplifying the Foundation's impact, and driving philanthropic engagement.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Brand Development and Management

- Build and refine the Atlanta Jewish Foundation's brand identity, ensuring alignment with Federation branding.
- Develop and implement a cohesive brand strategy to increase awareness of the Foundation's mission and impact.
- Craft compelling, donor-centric brand messaging that inspires and motivates.

Content Creation and Storytelling

- Gather, create, and amplify impact stories that showcase the Foundation's success and influence on the Jewish community.
- Write and edit high-quality content, including annual reports, donor profiles, newsletters, blog posts, press releases, and social media posts.
- Collaborate with the Foundation team to identify and tell meaningful stories that align with the Foundation's vision.

Digital Marketing and Platforms

- Oversee and manage the Foundation's social media presence, creating engaging and consistent content.
- Ensure the Foundation's website is user-friendly, up-to-date, and effectively conveys its mission and programs.
- Work with digital marketing colleagues to implement data-driven strategies across all digital platforms, including email marketing, to ensure audience engagement.

Event Marketing Support

- Develop and execute marketing strategies for events hosted by the Foundation, including Grow a Legacy and donor recognition events.
- Create promotional materials, manage event communications, and oversee on-site marketing logistics to ensure smooth execution.

Collaboration and Project Management

- Partner closely with the Foundation team to integrate marketing efforts into broader organizational strategies, supporting their vision and goals.

- Manage timelines, budgets, and deliverables, demonstrating extreme attention to detail to ensure projects are completed with excellence.
- Provide regular updates to leadership and stakeholders on marketing performance, identifying opportunities for growth and improvement.

Personal Qualities and Teamwork

- Exhibit an eagerness to excel, continuously improving skills and outcomes.
- Demonstrate ambition and a proactive approach to achieving marketing goals.
- Thrive as a team player, collaborating effectively with colleagues to ensure the success of the Foundation's initiatives.
- Approach work with a positive attitude, a passion for the Foundation's mission, and a strong commitment to its vision.

QUALIFICATIONS

- 5+ years of experience in marketing, branding, or communications, preferably in a nonprofit setting.
- Bachelor's degree in marketing, communications, or a related field.
- Proven experience in brand development, messaging, and storytelling.
- Strong writing, editing, and content creation skills, with exceptional attention to detail.
- Proficiency in social media management, website content updates, and email marketing platforms.
- Familiarity with CRM systems like Salesforce is preferred.
- Strong organizational and project management skills with the ability to manage multiple priorities simultaneously.
- Demonstrated ability to work collaboratively and with a team-focused mindset.
- Commitment to and familiarity with the Jewish community, values, and traditions.
- Positive attitude, adaptability, and eagerness to learn and grow.

PHYSICAL REQUIREMENTS

Intermittent periods of standing and walking with prolonged periods of sitting at a desk or in meetings. Must have excellent visual acuity for work with systems and records. The position requires average hearing and verbal ability to communicate with staff, donors,

volunteers, and others. Occasionally, the employee may need to lift or move up to 10 pounds.

COMPENSATION

The salary range for this position is \$65,000–\$75,000, plus a comprehensive benefits package. The anticipated salary is near the midpoint and commensurate with experience.

The Atlanta Jewish Foundation is an equal opportunity employer.