



POSITION TITLE: Marketing Technology and Operations Manager

DEPARTMENT: Marketing

REPORTS TO: Assistant Director of Marketing & Communications

CATEGORY: Full-time, Exempt with hybrid work schedule

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 Marketing Technology and Operations Manager will work with a passionate team of Federation marketing professionals and be directly responsible for the day-to-day programming and execution of Federation’s digital communications platforms including website optimization and maintenance, email marketing strategy and implementation, and measuring, tracking, and analyzing our email and website data.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Oversee all website and email marketing efforts to drive forward the organization’s digital growth and engagement goals. This includes understanding how these platforms integrate with other digital tools (such as Salesforce, social media platforms, etc) and identifying the best methods for improving our comprehensive digital presence
- Serve as the expert in marketing technology, integration, automation, segmentation, and user experience
- Manage and implement all needed site changes, troubleshoot errors, and identify solutions to make the website’s user experience and performance better
- Be the expert in our email platform, Pardot, and leverage industry best practices in order to enhance the email marketing product (testing, segmentation, subject lines, time of send, etc.)
- Oversee all email list management within our email marketing platform, Pardot, and share best practices organization-wide
- Produce polished and effective email communications for organizational events, campaigns, and initiatives



- Manage all digital fundraising systems and campaigns in partnership with the Finance and Campaign teams so we can easily track donor user journeys and potential bottlenecks in the donor user experience
- Utilize our analytics dashboard to monitor and improve our platforms' performance and effectiveness
- Support the full marketing team in copywriting, proofreading, strategizing, and other general marketing needs when necessary
- Promote the mission of Federation through effective collaboration with various teams and departments to ensure tasks and projects are completed efficiently and on schedule

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, or related field preferred
- Minimum of 3 years' marketing experience with Wordpress, email marketing platforms such as Pardot, integration platforms such as Zapier, drip campaigns and email segmentation, and user experience
- Must have excellent copywriting and proofreading skills
- Proficient with Microsoft Office Suite, Salesforce, and HTML/CSS
- Strong analytical skills and data-driven thinking with experience in Google Analytics, website optimization, and troubleshooting
- Excellent organizational and time management skills
- Ability to manage competing priorities
- Strong customer service while maintaining the ability to drive outcomes; service and solution oriented
- Exceptional verbal and written communication skills
- Superior project management skills
- Strong attention to detail
- 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 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 - \$70,000 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.