



JOB DESCRIPTION

POSITION TITLE: Program Marketing Lead

DEPARTMENT: Marketing

REPORTS TO: Assistant Director of Marketing & Communications

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

- Serve as the marketing and communications lead for certain aspects of the CPI portfolio (6-9 high-impact initiatives) that advance organizational goals.
- Develop and implement digital strategies for your portfolio in close collaboration with clients and Jewish Federation’s cross-functional team
- Integrate Jewish Federation messaging and branding across online and offline marketing materials
- 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, including website enhancements and content updates for your portfolio in partnership with the Digital Marketing Manager
- 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, bi-weekly Fed Five newsletter, etc.
- 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
- Support the full marketing team in website changes, email marketing, and email list management

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:

- 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 with a strong attention to detail.
- Email marketing and web experience
- Strong copywriting and proofreading skillset
- Experience with Salesforce or other CRM systems.
- Proven ability to oversee projects from concept through layout, finished art, and production phases to completion
- Background in strategic marketing planning helpful
- Working knowledge of design and graphics, including production requirements for print and electronic applications
- Proficiency with Microsoft Office required, experience with Adobe Creative Suite a plus
- Thorough understanding of creative and production processes
- 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
- Exceptional organization and communications skills (both written and oral) with proficiency in English grammar and usage
- 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
OF GREATER ATLANTA

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 \$65,000 - \$75,000 plus a comprehensive benefits package. Anticipated salary near midpoint; commensurate with experience.

Jewish Federation of Greater Atlanta is an equal opportunity employer.