



## JOB DESCRIPTION

**POSITION TITLE:** VP of Marketing & Communications

**DEPARTMENT:** Marketing

**REPORTS TO:** Chief Operating Officer

**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 21<sup>st</sup> 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.

Our marketing department supports these efforts by developing compelling communications aimed at a wide variety of audiences. The department fosters a creative environment that is collaborative in its approach. The team is filled with highly motivated individuals for whom making a difference in people’s lives by helping to create effective, impactful marketing materials is a priority.

**PRINCIPAL FUNCTION:** The Vice President, Marketing & Communications will set the strategic and thoughtful direction for the organization’s marketing efforts. This position requires an accomplished marketer with a creative mind-set, strong writing skills and management experience. Federation’s Vice President, Marketing & Communications must have a proven track record of creative strategic thinking across many marketing platforms including print, web and e-communications. He/she must be a decisive leader, someone who excels working in a fast-paced environment and an individual who is able to motivate others in order to achieve organizational goals.

### ESSENTIAL DUTIES AND RESPONSIBILITIES:

#### Strategy

- Identify and implement creative marketing tactics that garner more attention for the organization both internally and externally
- Provide oversight for the creation, management and maintenance of a quarterly communications calendar for the purposes of community education, donor/leadership stewardship and cultivation
- Oversee the strategy and thought-leadership of Federation communication in order to advance organizational goal achievement, including leading collaboration across Federation departments
- Responsible to maintain, steward, and advance brand integrity and integration into all aspects of Federation marketing
- Set digital strategy in partnership with Assistant Director of Marketing

#### Portfolio

- Serve as point person for addressing daily issues, problems, matters that require immediate attention



- Write and edit a variety of products including: letters, flyers, advertising, brochure copy, press releases, speeches, annual reports, web content, newsletters and more
- Serve as primary point of contact for the CEO & Chiefs of other departments
- Serve as Marketing lead for Philanthropy (Campaign & Foundation). Campaign includes Partners Fund & Targeted Philanthropies
  - Campaign Event Marketing Management
  - Fundraising Messaging Creation
  - Marketing Materials Creation
  - Donor Stewardship/Cultivation Planning & Implementation
- Governance Marketing (Board of Directors)

#### **Supervision and Operations Oversight**

- Budget Setting and Management
- Use department data and analytics to determine measures of success and set marketing strategy and pivots
- Lead dept in EOS (Entrepreneurial Operating System) facilitating L10's and quarterly goal setting
- Lead weekly L10 and Strategic Planning meetings
- Supervise two employees including the Assistant Director of Marketing and Creative Director
- Complete yearly reviews for direct reports

#### **Other**

- Support and demonstrate Federation's core values: Excellence, Empathy, Fearlessness, Collaboration, and Positive Can-Do Attitude
- Promote the mission of Federation at all times through superior customer service to internal and external customers and the efficient care and use of all resources
- Other duties as assigned

*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:**

- 10-15 years of experience in marketing field
- Bachelor's degree in marketing, communications or business, master's preferred
- Goal-oriented marketing expert with proven results
- Savvy manager/supervisor who is able to listen, clearly communicate, and get the most out of members of his/her team by sharing constructive feedback that clearly articulates expectations
- Engaging storyteller and skilled writer, able to use the written and spoken word to communicate Federation's priorities, goals and impact
- Demonstrated ability to build, lead, and motivate team members



- Able to deliver clear and honest feedback in a meaningful way as well as one who can accept feedback openly
- Able to multitask and prioritize in order to accomplish the work at hand in a calm manner
- Thorough understanding of creative and production processes
- Working knowledge of design and graphics, including production requirements for print and electronic applications
- Understanding of electronic systems including database management, website and email platforms, and project management software
- Exceptional organization and communications skills (both written and oral) with proficiency in English grammar and usage
- Proven ability to oversee projects from concept through layout, finished art, and production phases to completion
- An inherent understanding of target marketing using demographics, psychographics and analytics to develop appropriate approaches
- Background in creating marketing plans and strategic marketing planning
- Experience with and commitment to the Jewish community, with a working knowledge of Jewish history, tradition and current events
- Non-profit experience a plus
- Positive can-do attitude

**PHYSICAL REQUIREMENTS:**

Intermittent standing and walking with prolonged periods of sitting at desk or in meetings. Must be able to meet in-person with employees and clients as well as attend Federation events in-person on nights and weekends. The employee must occasionally lift and/or move up to ten pounds.

**COMPENSATION:**

The salary range for this position is \$120,000 - \$130,000 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.***