



## MARKETING AND COMMUNICATIONS MANAGER

**Employment Type:** Full-time, year-round, salaried.

**Location:** Washington, DC, in-person or hybrid.

**Experience:** Minimum of 4 years in nonprofit fundraising.

**Salary:** Beginning at \$82,000, commensurate with experience.

### About

The Edlavitch DCJCC (EDCJCC) is the Jewish community's address in our nation's capital. Guided by Jewish values and heritage, the EDCJCC engages individuals and families through its cultural, recreational, educational, and social justice programs. We welcome people of all backgrounds to connect, learn, serve, and be entertained together in ways that reflect the unique role of the Center in the nation's capital.

### Position Overview

The Edlavitch DC Jewish Community Center (EDCJCC) is adding a manager to our small but mighty marketing and communications team. This is a new position, and we are seeking someone who has both the mindset of a marketing strategist and is also capable of rolling up their sleeves and implementing the strategy.

The Marketing and Communications Manager will report to the senior director for institutional advancement and will collaborate interdepartmentally to develop and execute marketing and communications plans to promote Center events, engage target audiences, grow our social media presence, and increase brand awareness around our city and beyond.

### Goals and Responsibilities

The key goals of the Marketing and Communications Manager will be:

- Work with the executive team to set organization-wide marketing goals and philosophy.
- Collaborate with program directors to shape brand identities of their diverse departments.
- Implement these strategies while ensuring consistency and quality of strategy's execution across the Center.

These goals will be achieved through the following tactics and strategies including, but not limited to:

- Manage organization social media presence
  - Develop and implement a social media strategy on Facebook and Instagram to increase followship and engagement.
  - Engage with community members online to grow and enhance the organization's online presence.
- Manage email marketing
  - Develop and oversee targeted email campaigns to boost specific programs or messaging as needed, including for one-off events, leadership updates, and fundraising.
  - Oversee Center-wide email marketing calendar, including reviewing all email newsletters before distribution and building and delivering key campaigns.
- Advertising
  - Develop and implement paid digital advertising strategies to drive growth, engagement, and brand recognition across all online platforms.
  - Oversee advertising budget across all platforms and programs to ensure funds are being spent strategically and making the largest impact.

- External Communications and Public Relations
  - Promote programs to new and existing audiences in an effort to increase revenue and enhance brand recognition.
  - Serve as internal subject matter expert to share communications best practices and maintain coherent organizational voice across platforms and mediums.
  - Evaluate and pursue brand-building opportunities, including advertising, sponsorships, content marketing, and influencer partnerships.
  - Expand public relations efforts to increase local and national profile of the EDCJCC.
    - Generate and track press coverage, including reviews, features, and listings.
    - Identify and pitch outlets influential to the EDCJCC community for media placements and coverage.
    - Prepare and send press releases.
  - Serve as media contact for the organization and manage all logistics associated with media visits
  - Create talking points and briefings to prepare programmers and leadership for appearances.
- Act as a member of the Institutional Advancement team and pitch during advancement events, direct mail campaigns, and other team efforts.
- Other duties as assigned.

### Qualifications

- Four or more years' experience in marketing and communications, with a track record of successful campaigns.
- Strong sense of storytelling and the proven ability to write with clarity, excellent grammar, and attention to detail
- Proficient in data-driven decision making and media planning.
- Up-to-date knowledge of marketing best practices;
- Keen eye for design and experience implementing and enforcing organizational brand standards;
- Understanding of social media and mass email tools;
- Strong organizational skills and project management experience.
- Exceptional organizational skills and an ability to manage multiple projects in a fast-paced, time-sensitive environment
- Experience publishing written and visual web content, and familiarity with Wordpress and CRM solutions.
- Loves to collaborate and is an excellent team player

### Salary, Benefits, and Work Requirements

- Full-time, year-round, salaried.
- Competitive salary (beginning at \$82,000) in the non-profit marketplace.
- The Edlavitch DCJCC offers a comprehensive benefits package, including health insurance paid time off, a 401K, and transportation benefits.
- Access to free or highly discounted EDCJCC programs, such as Fitness Center and pool membership, language classes, theater productions, film screenings, concerts, volunteer opportunities, and more. Discounts on preschool and early childhood programs.
- This position can be fully in-person or hybrid. The EDCJCC requires staff to be in-person in the Washington, DC office a minimum of three (3) days a week.
- Occasional evening and weekend work required.

### To Apply

Send an email with the subject line “Marketing and Communications Manager” with your cover letter, resume, and writing sample to [ejillson@edcjcc.org](mailto:ejillson@edcjcc.org). Phone calls will not be returned, and only qualified candidates will be contacted.

*Frequently cited statistics show that women and trans and nonbinary people, as well as other structurally marginalized groups apply to jobs only if they meet 100% of the qualifications. The EDCJCC encourages you to break that statistic and to apply. No one ever meets 100% of the qualifications. We look forward to your application. The EDCJCC is an equal opportunity employer.*