



Job Description

Job Title: Communication & Marketing Director

Position Overview: This position will be tasked with creating a positive image for the JCC, and will oversee all marketing, advertising, and public relations emanating from the JCC. This includes marketing JCC programs, services, and events. It also includes responsibility for cultivating media relations, community outreach, email marketing, direct marketing, all print publications, including copy editing, and consumer and market research.

Key Responsibilities:

Marketing

- Serves as the primary resource and support for marketing and promotional activities across the JCC
- Ensures that all marketing and promotional activities are consistent with the overall branding strategy and messaging
- Works closely and collaboratively with all program teams to determine marketing needs
- Coordinates with departments on best way to circulate materials
- Perform market research and analysis
- Identifies target segments for potential new JCC membership and donors

Communications

- Creates, writes, edits, and produces organization's collateral materials, including but not limited to brochures, newsletters, e-blasts, and social media
- Manages, maintains the website, and creates content in collaboration with department heads
- Creates and maintains a marketing calendar
- Oversees social media efforts
- Tracks and analyzes the effectiveness of all communication methods through regular data collection

Media and Community Relations

- Develops, cultivates, and maintains strong relationships with media contacts
- Identifies opportunities to promote the JCC in media, including the preparation of press releases and feature articles
- Plans effective use of the media for participation in JCC activities
- Responds to press and media inquiries

Other responsibilities

- Have an excellent knowledge of the JCC mission and programs
- Formulate and work within marketing budget
- Attend the JCC Board of Directors Meetings when requested
- Provide excellent customer service

Essential Skills/Qualifications:

- Excellent verbal and written communication skills
- Excellent interpersonal skills with colleagues and community members
- A confident communicator and presenter
- Ability to think creatively and innovatively
- Superior computer skills
- Graphic design and Video skills
- Strong understanding of current trends in digital media/social media
- Superior project management and time management skills
- Self-motivated with a positive and professional approach
- B.A with a minimum of 5 years in a managerial role in Communications, Public Relations, Journalism or Marketing
- General understanding of Jewish traditions and values preferred, but not required

The JCC is an Equal Opportunity Employer and fully complies with all Federal, State and Local Laws.

Signatures

This job description has been approved by all levels of management.

Employee signature below constitutes employee's understanding of the requirements, essential skills and qualifications of the position.

Employee_____

Date_____

Manager_____