

JOB DESCRIPTION

Job Title: **Director of Marketing and Communications**
Department: Advancement
Reports to: Chief Advancement Officer
Classification: Full-Time, Exempt
Location: Overland Park or Kansas City/Brookside

Organization

Jewish Family Services (JFS) supports and strengthens the Kansas City community by providing essential programs and services for individuals and families coping with crises and life's everyday challenges. JFS is a nonprofit 501c3, non-sectarian agency, which serves people of all ages, regardless of race, ethnicity, gender, sexual orientation, physical ability, religion or socioeconomic status. It serves over 7,000 individuals annually, plus an additional 20,000 young people through its You Be You mental health promotional campaign in local middle and high schools. Programs include Kesher KC Food Pantries and affiliated shelter, employment, and social work services; mental health services; and older adult services.

Job Summary

The Director of Marketing and Communications is responsible for the agency's strategic marketing, earned media and communication plans, aligning with the organization's strategic priorities. Promotes awareness of JFS, its programs, and its impact, communicating to current and potential donors, current and potential clients, and the broader community, and increases JFS'S reputation as a vital human service organization in the Kansas City community.

Responsibilities

- Develop and implement JFS's strategic plan for communications and marketing.
- Oversee the communications team, including a part-time Marketing Associate and a media relations contractor.
- Manage the organization's brand, ensuring consistency of presentation, image, and messaging.
- Develop written, visual, and multimedia content for use across JFS'S channels, including website, blog, social media, newsletter, e-mail communications, annual report and other publications, and video channel.
- Partner with the Chief Advancement Officer in the development of fundraising appeals and communications.
- Conceptualize and implement multi-channel marketing campaigns, with appropriate audience segmentation and targeting.
- Oversee content development, updates and maintenance for the JFS website and social media platforms (blog, Facebook, Twitter, Instagram, video channel). Maintain and grow social media presence using a content calendar and embracing new strategies. Analyze and act upon user data to improve reach and performance.
- Manage and implement media strategy. Supervise media relations contractor, and actively engage, cultivate, and manage press relationships; develop press releases, op-eds, and story pitches. Promote the CEO and other staff spokespersons as subject-matter experts, and coordinate their media involvement. Organize and manage press conferences and media briefings, when appropriate.

- Develop and promote throughout JFS an understanding of agency’s audiences, their needs, their interests, and the value that JFS brings to them, and that they bring to JFS and to our community.
- Collaborate with JFS staff to conceptualize events; write scripts and speeches; develop digital presentations.
- Periodically secure and manage outside contractors, volunteers, and interns for services such as graphic design, video production, photography, and web development and support.
- Collaborate with JFS program staff on marketing strategies, including developing program materials, short- and long- term marketing plans, and public relations for maximum impact.
- Provide communications support for organization’s public policy priorities and initiatives.
- Collect and manage photography and video archives.
- Represent JFS at selected community events.
- Keep abreast of communications trends and technology; proactively research and recommend new opportunities.
- Serve as an integral member of the Advancement team, collaborating with team members and providing input and assistance on cross-departmental work.

Qualifications

- 5+ years of communications, marketing, and public relations experience, preferably with a non-profit organization.
- Expertise in Adobe Creative Suite, WordPress, MailChimp or similar email platforms, and social media. Knowledge of Raiser’s Edge would be a plus.
- Superior writing and content development skills, in variety of formats and styles.
- Knowledge and experience in marketing strategies and graphic design; experience with digital and data-focused technologies and best practices for campaigns across multiple platforms.
- Excellent oral communications and public speaking skills.
- Demonstrated project management skills; highly organized, with exceptional attention to detail.
- Ability to lead, inspire, and work collaboratively with team members, both within Advancement and across the agency.
- Passionate about the mission and aligned with the guiding principles of Jewish Family Services.

Guiding Principles

JFS is guided by five principles that inform how we engage with each other and the community we serve:

1. B’Yachad - Stronger Together: We are stronger as an agency and a community when we think, work, and serve together.
2. Being Human Centered: We put the human experience and perspective at the center of our thinking, programming, services and interactions.
3. Collaboration: We actively seek partnering opportunities within JFS and throughout our community
4. Innovation & Entrepreneurship: We respond and continually adapt to ongoing needs and changes in the Greater Kansas City area.
5. Open Communication: We communicate openly, honestly and in a solution-oriented manner

How to Apply: Please send a cover letter and resume to HR@jfskc.org.

Jewish Family Services does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status, or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, merit, and business need.