

Job: Title: Associate Director of Communications
Reports to: Chief Executive Officer/Chief Program Officer
Classification: Full Time/Exempt

Position Summary

The Associate Director of Communications is responsible for the agency's media and communications, aligning with the organization's strategic priorities. Creates and distributes communications and materials that promote awareness of SJFS, its programs, and its impact, communicating to current and potential donors, current and potential clients, and the broader community, and enhance SJFS'S reputation throughout Fairfield County. Works in tandem with the SJFS public relation and print material coordinator to ensure all communications and promotions are in sync and on brand.

Responsibilities

- Create and distribute communications through email, social media and community publications for marketing and promotional purposes.
- Manage the organization's brand, ensuring consistency of presentation, image, and messaging.
- Coordinate written, visual, and multimedia content for use across SJFS's channels, including website, blog, social media, newsletter, e-mail communications.
- Assist as requested by the CPO and Associate Director of Development in the development of fundraising appeals and communications.
- Work with the CEO and CPO to develop and implement multi-channel marketing campaigns, with appropriate audience segmentation and targeting.
- Oversee content development, updates and maintenance for the SJFS 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.
- Develop and promote throughout the SJFS catchment area an understanding of the agency's services, how we can meet the community's needs, and the value SJFS brings to them.
- 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 SJFS program staff on marketing and communication materials, including developing program materials, short- and long- term marketing plans, and public relations for maximum impact.
- Manage photography and video archives.

Qualifications

- Organized, self-starter, creative, adaptive, multi-task well, able to lead teams and collaborate with others
- Strong entrepreneurial spirit, a willingness to take risks and learn from your wins as well as your losses
- Solid knowledge of Jewish community, culture and practices and appreciation of the diversity of Jewish life and its traditions
- Excellent planning and organization skills
- Superior problem-solving and multi-tasking ability
- Bachelor's degree with a concentration in marketing, communication or a related field preferred.
- 0-5 years of communications, marketing, and public relations experience, preferably with a non-profit organization.
- Knowledge of and proficiency with creative design tools, website design and email marketing.
- Knowledge of Salsa Donor Management platform would be a plus.
- Familiarity with Google AdWords a plus
- Comfort utilizing all social media in marketing and branding efforts.
- Superior writing and content development skills, in variety of formats and styles.
- Knowledge and experience in marketing strategies, branding, and graphic design; experience with digital and data-focused technologies and best practices for campaigns across multiple platforms.
- Demonstrated project management skills; highly organized, with exceptional attention to detail and ability to manage multiple projects and priorities.
- Ability to work collaboratively with team members across the agency
 - Passionate about the mission and aligned with the guiding principles of Schoke Jewish Family Services.