

Marketing and Communication Manager

POSITION SUMMARY: Under the direction of the President and CEO, and in collaboration with the Senior Leadership Team, the Marketing and Communications Manager prepares communications and public relations materials as well as develops and implements marketing plans for Jewish Community Services of South Florida (JCS). The MCM will develop and implement marketing and public relations strategies and take the lead in creating communications, including expanding the agencies presence in national, state and local media. The position requires extraordinary writing skills and will assist with crisis communications and sensitive issues. This role will require someone with established relationships to elevate the JCS brand and develop and maintain relationships with media outlets, shop industry story ideas to national and local outlets, and communicate the organization's impact through press releases. The professional will have frequent interaction with outside organizations and the public with the purpose of acting as an agency ambassador, strengthening the brand, programs, and community and donor engagement goals of JCS as well as enhancing the Agency's public image.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Responsibilities include the following, and other duties may be assigned:

- Draft and implement an annual marketing and communications plan for JCS with specific targets and goals.
- Develop dynamic, engaging, and discursive content strategies for the website and all social media channels.
- Develop and implement brand strategies, effective campaigns and determine channels, tools and content for organizational growth opportunities.
- Identify and report metrics regarding effectiveness of campaigns/programs/projects.
- Manage revenue, expense, operations and goals
- Deliver appropriate business rationale and analysis to support specific programs/events/communication opportunities.
- Integrate strategies across multi-channeled approach and explore opportunities and ideas for cross-channel development.
- Work closely with Resource Development and Engagement department to strategize and execute multi-channel fundraising campaigns.
- Write all press releases and serve as front-line contact for all press and public relations inquiries
- Support CEO content development.
- Manage development, distribution, and maintenance of all print and electronic collateral, including but not limited to the annual report, organizational brochures, PowerPoint presentations, events, and campaign collateral (in concert with the Resource Development and Engagement Department).
- Oversee contracting of and vendor management of any public relations and graphic design firms.

SUPERVISORY RESPONSIBILITIES:

- None at this time

MINIMUM QUALIFICATIONS:

- A Bachelor's Degree from an accredited institution, preferred.
- At least five years of experience in communications: journalism, public relations, marketing, or related professional field preferably in the non-profit or health and human service field, preferred.
- Sophisticated understanding of marketing and research
- Excellent writing, presentation, and public speaking skills, including the ability to write compellingly about the health and human services
- Significant experience conceptualizing, creating and executing comprehensive signature ready communications
- Extensive experience with website content management and social media
- Demonstrated experience using metrics to evaluate impact of communications and adapting strategies accordingly.
- Ability to think creatively and develop innovative and entrepreneurial approaches to communications strategies;
- Excellent oral communication and interpersonal skills and the ability to speak effectively before groups of customers or employees of organization
- Ability to work a flexible schedule
- Ability to manage multiple priorities
- Strong organization and analytical skills
- Bilingual English/Spanish, a plus

DESIRED QUALIFICATION:

Proficiency in use of social media platforms and working knowledge of relevant software such as Adobe Creative Suite, Google Suite of products, MailChimp (e-mail marketing), and WordPress or other CMS. Knowledge of and relationships with Miami-Dade media contacts and social media tools is essential to success in this position

COMPETENCIES:

To perform the job successfully, an individual should demonstrate the following competencies:

- **Technical Skills** – Assesses own strengths and weaknesses; pursues training and development opportunities; strives to continuously build knowledge and skills; shares expertise with others.
- **Interpersonal Skills** – Focuses on solving conflict, not blaming; maintains confidentiality; listens to others without interrupting.
- **Ethics** – Treats people with respect; keeps commitments; inspires the trust of others; works with integrity and ethically; upholds organizations values.
- **Organizational Support** – Follows policies and procedures; completes administrative tasks correctly and on time.
- **Judgment** – Displays willingness to make decision; exhibits sound and accurate judgment; supports and explains reasons for decisions; includes appropriate people in decision-making process; makes timely decisions.
- **Quality** – Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to insure quality.
- **Safety and Security** – Observes safety and security procedures; determines appropriate action beyond guidelines; reports potentially unsafe conditions; uses equipment and materials properly.
- **Adaptability** – Adapts to changes in the work environment; changes approach or method to best fit the situation; able to deal with frequent change, delays, or expected events.
- **Attendance/Punctuality** – Is consistently at work on time; ensures work responsibilities are covered when absent; arrives at meetings and appointments on time.

- **Dependability** – Follows instructions, responds to management directions; takes responsibility for own actions; keeps commitments; commits to long hours of work when necessary to reach goals; complete tasks on time or notifies appropriate person with an alternate plan.
- **Initiative** – Volunteers readily; undertakes self-development activities; seeks increased responsibilities; takes independent actions and calculated risks; looks for and takes advantage of opportunities; asks for and offers help when needed.

ABOUT: Jewish Community Services of South Florida (JCS) is the foremost non-profit, human services agency whose mission is to improve the quality of life and self-sufficiency of the Jewish and broader communities throughout South Florida in accordance with Jewish values. Founded in 1920, JCS delivers exemplary social services through compassionate and comprehensive programs that help people stay healthy and productive.

PERKS: We are proud to offer a competitive benefits package to all full-time employees, including medical and dental plans. A generous vacation and holiday pay benefit and a 401(k) match is available. Staff receives monthly in-service training and CEU opportunities. This is a one of a kind opportunity for leadership in talent management to contribute to a team of mindful, caring and passionate people at work every day in service to our community!

JCS is a 501(c)(3) not-for-profit organization and equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, age, religion, sex, sexual orientation, disability, gender identity, gender expression, national origin, or veteran status.

Status – Full-Time/Exempt

Salary - \$75,000