Vice President, Marketing and Communications

The Network of Jewish Human Service Agencies is seeking a full-time Vice President of Marketing and Communications to help us lead the development and implementation of marketing and communications strategies designed to elevate The Network’s brand and expand and enhance audience engagement. We are looking for a creative and strategic thinker who is collaborative, effective, focused, organized, detail-oriented, possesses strong writing and editing skills, and has effective customer service skills. In addition, a strong understanding and ability to use data to drive strategy is vital to this role.

As a member of the leadership team, the VP, Marketing & Communications reports to the Senior Vice President of Operations & Impact and functions as the lead brand ambassador for the organization, builds relationships both internally and externally, and drives broad awareness and support for the organization for all audiences including, but not limited to members, donors, clients, volunteers, partners, public entities, advocates, and stakeholders related to the social service sector. The VP, Marketing & Communications leads the development and implementation of marketing and communications strategies, and measures and reports on the success of marketing, communications and public relations efforts designed to elevate The Network’s brand and expand and enhance audience engagement. This position also supports program leadership to develop, implement, and monitor strategies to educate and engage their target audiences.

This position is fully remote, working eastern standard time. Approximately 10% travel required.

The Network is an international member association of more than 170 non-profit Jewish human service agencies in the United States, Canada, and Israel. Its member agencies provide a full range of human services for all people, regardless of their religious affiliation, in need of support including healthcare, career, employment, mental health services, as well as programs for youth, families and seniors, Holocaust survivors, immigrants and refugees, persons with disabilities and caregivers.
The Network serves as the leading voice for the Jewish human service sector. As the go-to resource for advocacy, best practices, innovation and research, partnership and collaboration, The Network strengthens agencies so they can better serve their communities.

Read more about our mission, vision, core values at [http://www.networkjhsa.org/](http://www.networkjhsa.org/)

**Key Responsibilities include:**

**Strategic Leadership**

- The ability to lead all internal and external relations, cross-platform communications, marketing/advertising, branding, events, and promotional efforts to enhance The Network’s brand awareness and position for all targeted stakeholders.
- Leverage data and competitive intelligence to grow existing and develop new relationships at local, regional, and national levels with sector-influencing media, individuals, and organizations to facilitate new membership, engagement and business development.
- Develop an in-depth marketing plan to improve accuracy, timeliness and design that defines and prioritizes all targeted audiences and stakeholders.
- Lead the generation of online content that engages audience segments and leads to measurable action.
- Create a process and flow of a communication piece from start to finish.
- Develop PR strategy that elevates The Network’s reputation and cultivates relationships with key media outlets.

**Oversight**

- Oversee the implementation of the annual communications plan across The Network’s audiences.
- Oversee the implementation and updates of varied marketing campaigns, social and digital communications, newsletter, website, public and media relations, etc.
- Provide project management for all areas of content strategy implementation, generation, and production across all email, website, and media platforms to maximize impact.
- Oversee quality of internal and external communications content.
- Oversee regular updates to the current website and the integration of content into the new website.
- Plan, implement and manage the annual marketing & communications budgets.
• Provide direct supervision to communications team members and consultants.

**Implementation**

• Create imagery and written content for social media posting and other digital content including email, newsletter, and website.
• Coordinate, execute, and monitor the design and production of marketing and communication tools and collateral.
• Write and edit marketing materials (PowerPoint presentations, blog posts, articles, op-eds, product, and service brochures, etc.) that effectively attract and engage all target audiences.
• Implement campaign tracking parameters and reporting metrics and make modifications as needed.
• Work with all Network staff to ensure internal and external communications, branding, and other desired positioning and messaging is consistent across all platforms.
• Develop marketing and communication specific capacity building tools and learning opportunities for members that will strengthen their organizations.

**Representation & Collaboration**

• Serve as lead Network staff for all communications related committees and Marketing & Communications NETGroup.
• Represent the Network, as requested, in meetings with outside organizations related to the marketing and communications agenda of the Network.
• Serve as a spokesperson for The Network with the media as appropriate.
• Other duties as assigned.

**Education and Experience:**

• A bachelor’s degree and 10+ years of related marketing and business development experience. Advanced degree preferred.
• Minimum of 5 years supervising/managing 2 or more professional staff; experience leading/managing an organizational change effort.
• Familiarity with social sector/human services is preferred.
• Exceptional communication skills, written and oral; strong eye for design and content quality.
• Strong interpersonal skills; able to collaborate and develop relationships with a diverse group of stakeholders, including staff, board members, existing and potential organizations, and partners.
• Proven and visible marketing professional, with demonstrated experience in:
- Previous sales, marketing and communications experience is preferred.
- Market research and analysis.
- Goal and budget development, management, and alignment
- Integrated marketing and communications planning and collateral development.
- Familiarity with inbound and digital marketing approaches, including SEO a plus

The Network of Jewish Human Service Agencies offers an employment package that includes competitive pay and comprehensive benefit offerings. The Network is an equal opportunity employer, dedicated to a policy of non-discrimination in employment on the basis of race, religion, color, sex, sexual orientation, gender identity or expression, national origin, age, marital status, citizenship, veteran’s status, physical or mental disability that does not prohibit the performance of the essential job functions (with or without a reasonable accommodation) or any other basis protected by federal, or applicable, state or local law.

If you are interested, please send a cover letter and resume to HR@networkjhsa.org. The starting salary range for this position is $85,000-$100,000.