

Marketing Communications Manager
Jewish Community Foundation of Los Angeles
www.jewishfoundationla.org

POSITION SUMMARY

The Jewish Community Foundation of Los Angeles, now in its 65th year, is one of the top 10 foundations in Los Angeles. In 2018, The Foundation and its donors distributed more than \$100 million in grants to a wide range of causes locally, nationally and in Israel. The Marketing Communications Department plays a key role in helping to attract new donors, steward existing donors and develop referrals from professional advisors and others. Reporting to the Vice President of Marketing and Communications, the Marketing Communications Manager is responsible for enhancing The Foundation's brand identity in the marketplace and employing creativity and vision to help grow the organization. Primary duties include creating a wide range of collateral materials, directing The Foundation's website and supervising a Project Manager as well as external vendors. This position is also responsible for managing numerous marketing initiatives targeting multiple audiences and ensuring deliverables are met on time and within budget.

OVERARCHING DUTIES

- Develop marketing communications strategies that help to build donor loyalty, attract new donors and elevate The Foundation's brand in the marketplace
- Create compelling content across all platforms that strengthens brand recognition and tells The Foundation's story in a compelling fashion
- Ensure consistent branding/corporate identity across marketing communications channels
- Work strategically and collaborate effectively with a dedicated team of colleagues and senior level executives while exhibiting flexibility and adaptability with challenges

KEY ROLES & RESPONSIBILITIES

Writing, Editorial and Publishing

Manage the strategizing, writing and timely/cost effective production of suite of newsletters, collateral materials and corporate communications and ensure integration between all efforts including:

- Annual report
- Newsletters
- Invitations
- Executive communications
- E-communications

Website

- Direct content strategy for the website
- Working with web development firm, oversee continual enhancements of website
- Ensure integration between print and online efforts
- Edit content for website and other electronic communication usages

Public Relations

- In concert with PR agency, help to generate publicity for The Foundation by supporting development of op-eds on charitable giving authored by senior management
- Uncover new PR story angles/topics on philanthropy
- Serve as Foundation resource for relevant industry news stories and trends

Direct Mail

- Oversee direct mail efforts, including shaping messaging, writing content, organizing lists and directing mail house
- Oversee datamining efforts of Foundation database

Video Production

- Working with videographer, develop story ideas and conduct interviews
- Supervise editing process
- Oversee distribution of videos via marketing communications channels

Additional Responsibilities

- Supervise Marketing Communications Project Manager
- Manage vendor relationships including graphic designers, freelance copywriters, photographers, printers, and other consultants; expand pool of freelance talent
- Capitalize on event marketing opportunities pre- and post-events
- Help manage Marketing Communications Department budget
- Other duties as assigned

Education/Work Experience Requirements

- Bachelor's degree in Marketing, Communications, Journalism, or related field preferred
- Minimum 7 years' experience in marketing communications, preferably in a nonprofit environment
- Superior writing, editing, communication, and presentation skills, as well as strategic thinking ability, and creative problem-solving skills
- Experience overseeing direct reports and administering annual employee reviews
- Excellent organizational skills and ability to meet multiple deadlines
- A keen eye for design; experience with graphic design and Adobe Creative Cloud a plus
- Experience with Drupal and Asana a plus
- Familiarity with Jewish community and philanthropy preferred

Apply by submitting your resume and a cover letter to jobs@jewishfoundationla.org. No phone calls or third-party submissions. It is The Foundation's policy to provide equal employment opportunity for all applicants and employees.