



Position: Strategic Communications Manager
Reports to: Director, Campaign for the Future
FLSA Classification: Exempt
Department: Financial Resource Division (FRD)
Full/Part Time: Full-time

Organization Summary:

Jewish Federation of Palm Beach County is a 501(c)3 nonprofit organization dedicated to transforming, inspiring and saving lives in the Palm Beaches and 70 countries around the world. Each year, Jewish Federation inspires thousands of community members to contribute, volunteer and participate in programs that generate more than \$30 million to leading a powerful impact in the community.

Position Summary:

The Strategic Communications Manager is responsible for the strategic oversight of the Jewish Federation of Palm Beach County's Campaign for the Future (CFTF) branding, messaging and marketing communications. This includes developing and implementing a communications strategy for multiple audiences, creating marketing materials for donors and events, and collaborating with events lead to develop and implement CFTF event strategy, tactical support and implementation. The manager supervises the Graphic/Digital Designer, coordinates with marketing team to ensure consistency across the organization and oversees CFTF project management. This position reports to the Director of Development Strategy and works closely with the Campaign for the Future Work Group, which includes the Chief Executive Officer and Chief Development Officer.

Essential Duties and Responsibilities:

Marketing and Strategic Communications - (60%)

- Develop and execute communications strategy and timeline of all marketing aspects of CFTF including outreach and events.
- Lead editorial direction, content, design, production, and distribution of all marketing collateral including advertisements, brochures, publicity, and other communications materials.
- Communicate, collaborate, and coordinate with internal colleagues across Federation's departments to ensure that CFTF's priorities are highlighted and accurately reflected in Federation's value propositions, marketing objectives, and unified messaging.
- Write, edit, coordinate, and advise on announcements and messaging for external stakeholders/donors.
- Develop compelling copy for marketing materials, website, and donor and events materials as needed.
- Collaborate with internal Marketing teams on social and PR strategy.
- Supervise and partner with the Graphic/Digital Designer to generate awareness and support stewardship of CFTF prospects and donors.

Project Management - (20%)

- Create, distribute and manage a project plan and timeline to ensure brand standards, product quality and deadlines are achieved.
- Liaise, collaborate, and coordinate with internal stakeholders across departments on all relevant communications efforts, to include CFTF events, publicity, and communications.
- Manage the development of all campaign materials for donors and events in collaboration with Graphic/Digital Designer and the Director of Development Strategy.
- Coordinate CFTF project management and internal communication with fundraising, marketing, and community engagement teams to ensure campaign implementation is on target.
- Aid in the management and measurement of the effectiveness of contractual relationships in areas such as web development, content creation, graphic design, and online marketing.



Planning, Budgeting and Reporting - (20%)

- Work with the Director of Development Services on strategic planning efforts, financial and budget-related matters, and evaluation systems.
- Develop and assess measurable marketing goals and objectives that advance the strategic mission of CFTF.
- Develop, monitor, and evaluate performance of short- and long-term plans and goals for CFTF marketing/communications/public relations.
- Distribute regular CFTF marketing project and response reports.
- Identify and engage in appropriate staff development opportunities.
- Plan and manage internal CFTF marketing meetings.
- Other duties as assigned.

Qualifications and Success Factors:

- Bachelor's degree in marketing or related preferred.
- Three years' experience with cross-functional teams to deliver high impact strategic initiatives required.
- Three years' experience with organizational change management required.
- Three years' experience in content development experience including executive communications, copywriting, video production, and web page development or equivalent combination of relevant education, experience and skills required.
- Expertise in project management
- Excellent writing and editing skills
- Strong knowledge of basic office computing, including MS Office (Outlook, Word, Excel, PowerPoint, Teams), Zoom and basic database skills required.
- Experience influencing senior management and setting expectations for major cross-functional initiatives
- Experience in digital marketing including planning campaigns, message development, analyzing metrics, and identifying trends.
- Development database experience is preferred
- Motivated, well organized, and a creative problem solver
- Must be able to pass Level 1 background check.

Work Environment:

Position is eligible to work from home ***occasionally*** in accordance with Federation policies. When working from home, employee must:

- Follow all Federation policies and procedures,
- Be available to other employees during Federation's normal business hours,
- Not work from a public place (e.g. coffee shop, library, etc.) and/or join a public, unsecure wi-fi network when working with sensitive or confidential information,
- Coordinate with IT department to maintain appropriate computer equipment and connectivity.

The Jewish Federation of Palm Beach County is an Equal Opportunity Employer.

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned to the employee from time to time at the Federation's discretion. Employment is at-will, and this job description is not an employment contract and nothing herein shall be deemed to create in any way whatsoever an employment contract.

To apply online, please visit our career's [page](#). Or email your resume and cover letter to: HRrspv@jewishpalmbeach.org.

NO CALLS, PLEASE.