**Position:** Communications Specialist, Institutional Marketing  
**Reports to:** Director, Institutional Marketing  
**FLSA Classification:** Exempt  
**Department:** Financial Resources Development (FRD)/Strategic Marketing  
**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 $50 million to leading a powerful impact in the community.

**Position Summary:**  
The Communications Specialist, Institutional Marketing is the lead communications professional of Federation’s Institutional Marketing Team, a core component of the Strategic Marketing Department. Supporting Federation’s multi-channel communications strategy. The Communication Specialist is responsible for researching, writing, fact checking, editing and proofreading written content for Federation marketing initiatives. In addition to ensuring written consistency in brand voice through print, email, direct mail and digital channels, the Communications Specialist implements the Federation’s social media strategy.

**Essential Duties and Responsibilities:**
- Plays a key role in the implementation of Federation communications strategy by developing compelling copy for donor communications, editorials, emergency communications, advertising, social media, leadership remarks and more.
- Develops Federation messaging through research, content gathering and translating concepts into clear, brief messaging that resonates across various audiences and can adapt to several communication platforms.
- Supports Federation’s expansive and modern digital presence by managing, writing and deploying organic and paid content for Federation’s social media on Facebook, Twitter, Instagram and LinkedIn, as well as emerging platforms. This includes overseeing Federation’s social media interactions with the public and partner organizations.
- Analyzes and reports social media performance metrics, identifying trends and making recommendations to strengthen Federation’s digital presence.
- Obtains content for writing assignments through consistent interaction with staff and lay leaders as well as partner agencies, synagogues, and other constituencies.
- Works closely with Director, Institutional Marketing on development of content for key annual publications like the Stakeholder Report and Honor Roll.
- Supports the marketing experience of Campaign for the Future (Federation’s multi-year, comprehensive fundraising campaign) through creation of communications to campaign stakeholders, gift announcements, and proposals to donors.
- Interprets projects briefs to understand project requirements and collaborate with designers, project manager, Director, VP, Strategic Marketing, SVP, External Affairs and other Federation staff on communication needs.
- Other duties as assigned.

**Qualifications and Success Factors:**
- Bachelor’s Degree required; advanced education and/or experience in Marketing, Communications, or related field preferred.
• Three or more years’ writing sales/marketing copy for a non-profit, marketing agency, or working as a copywriter in a dynamic product or service marketing organization or equivalent combination of relevant education, experience and skills required.
• Outstanding written and oral communications skills; editing and proofreading a must.
• Strong knowledge of basic office computing, including MS Office (Outlook, Word, Excel, PowerPoint, Teams), Zoom and basic database skills required.
• Strong knowledge of AP writing-style.
• Prior experience managing social media strategy and content.
• Demonstrate ability to think creatively and strategically, solve problems, use sound judgement and make decisions and recommendations.
• Ability to blend technical writing skills with a familial, conversational tone, voice and personality and to adapt writing style to target audience.
• Ability to thrive in a professional, fast-paced, and team-oriented work environment while comfortable working independently as needed.
• Agility to adapt quickly to changing priorities and operate effectively in a culture of rapid change.
• Ability to infuse Jewish culture, values, traditions and history, particularly relating to Israel, into his/her work.
• Supports the marketing team’s commitment to collaboration with internal and external stakeholders.
• Desire to contribute in a meaningful way to a growing and thriving non-profit business.
• Must be able to pass Level 1 background check.
• Must be able to work off-shift hours including nights and weekends, as needed.

Compensation and Benefits:
In addition to a competitive salary, Jewish Federation of Palm Beach County currently offers the following benefits:
• A comprehensive benefits package including 15-25% of employee-only premiums paid for medical and dental and 100% of premiums paid for vision insurance.
• Federation contributions toward HSA accounts.
• Federation-paid Life/AD&D policy.
• Federation-paid long-term disability (LTD) insurance.
• Medical and dependent-care Flexible Spending Accounts (FSA).
• Hybrid work schedule.
• Professional development and training opportunities.
• Paid vacation and sick leave.
• Generous paid holiday schedule.

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

Federation strongly encourages applications from individuals with varied identities and backgrounds. As an equal opportunity employer, all individuals are encouraged to apply without regard to race, color, religion, age, disability, national origin, gender, sexual orientation, marital status, ancestry, genetic information, medical condition, veteran status, financial status, or any other class protected under federal, state, or local laws.

Federation is committed to the full inclusion of all qualified individuals. If accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact Mary Kay McGann at mary.kay.mcgann@jewishpalmbeach.org for assistance.
To apply online, please visit our career’s page. Or email your resume and cover letter to: HRrsvp@jewishpalmbeach.org.

NO CALLS, PLEASE.