



## Communications Specialist

### Overview and History:

The Jewish Federation of Palm Beach County (JFPBC) is a 501(c)3 nonprofit organization dedicated to transforming, inspiring, and saving lives in the Palm Beaches and 70 countries worldwide. Each year, JFPBC inspires thousands of community members to contribute, volunteer, and participate in programs that generate more than \$50 million, creating a powerful impact in the community. Working every day to improve the lives of Jewish people, JFPBC funds 13 agencies and programs in the Palm Beaches and around the world to strengthen the social service network for all, build a strong and inclusive Jewish community, and provide help to those struggling through adversity.

JFPBC seeks a Communications Specialist, Institutional Marketing to serve as lead communications professional of the Institutional Marketing Team, supporting JFPBC's multi-channel communications strategy. The Communication Specialist is responsible for researching, writing, fact checking, editing, and proofreading written content for JFPBC marketing initiatives. In addition to ensuring written consistency in brand voice through all formats, the Communications Specialist implements the JFPBC's social media strategy.

### Essential Duties and Responsibilities:

- Plays a key role in the implementation of JFPBC communications strategy by developing compelling copy for donor communications, editorials, emergency communications, advertising, social media, leadership remarks and more.
- Develops JFPBC 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 JFPBC's expansive and modern digital presence by managing, writing and deploying organic and paid content for Federation's social media, including 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 (JFPBC's multi-year, comprehensive fundraising campaign) through creation of communications to campaign stakeholders, gift announcements, and proposals to donors.

### Compensation and Benefits:

**In addition to a competitive salary, JFPBC currently offers the following benefits:**

- A portion of medical and dental premiums are Federation-paid.
- 100% of vision premiums are Federation-paid.
- 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

### Position Summary

**Posted:** December 2023

**FLSA Designation:** Exempt

**Full/Part-Time:** Full-time

### Qualifications and Success Factors:

- Bachelor's Degree required; advanced education and/or experience in Marketing, Communications, or related field preferred.
- 3+ 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.
- 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.
- Desire to contribute in a meaningful way to a growing and thriving non-profit business.
- Must be able to work off-shift hours including nights and weekends, as needed.

**Apply online via JFPBC's [Career's page](#), or email resume and cover letter to: [HRrsvp@jewishpalmbeach.org](mailto:HRrsvp@jewishpalmbeach.org)**

JFPBC 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.