



Direct Response Analyst

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 around the world. Each year, JFPBC inspires thousands of community members to contribute, volunteer and participate in programs that generate more than \$55 million creating 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, to build a strong and inclusive Jewish community and to provide help to those struggling through adversity.

JFPBC seeks a Direct Response Analyst for planning, analyzing, implementing, and coordinating Federation's direct-response programs targeting various segments within the community. The Analyst works closely with marketing colleagues, Donor Information Services (DIS), and other Financial Resource Development (FRD) team members and contractors to execute data-driven marketing strategies and best practices.

Essential Duties and Responsibilities:

- Works with the Director and team to plan, coordinate, and execute diverse direct marketing campaigns throughout the year, including mail, email, phone, text, and emerging digital platforms.
- Coordinates segmentation, criteria development, data management, and response analysis, including list pulls, production, and results reporting in collaboration with Donor Information Services.
- Collaborates with professional direct marketing contractors and internal teams on project planning, content, design, variable messaging, call-to-action, and response mechanisms.
- Conducts thorough results analysis and reporting, identifying donor retention, new donor acquisition, and opportunities for program enhancement.
- Works alongside a professional telemarketing company, coordinating call programs, providing lists, deploying scripts, generating regular reports, and ensuring effective communication with DIS and FRD.
- Develops and implements a lead referral process to enhance community engagement.

Compensation and Benefits:

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

- Portion of medical & 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: November 2023

FLSA Designation: Exempt

Full/Part-Time: Full-time

Qualifications and Success Factors:

- Associate degree required preference for Bachelor's degree or greater in marketing, communications, or similar.
- Two or more years' experience with direct-response marketing or equivalent combination of education, experience and skills required.
- Excellent written and verbal communication skills required.
- Strong analytical skills with the ability to interpret data and derive actionable insights.
- Ability to work collaboratively with cross-functional teams and external contractors.
- Detail-oriented with exceptional organizational skills.
- Proficiency in utilizing marketing automation tools, CRM systems, and data management platforms.
- Experience in direct-response marketing and campaign coordination.
- Experience in project planning and execution, adhering to timelines and budgets.
- Creative thinker with the ability to develop innovative messaging and call-to-action strategies.
- Must be able to work a minimum of 3 events annually, which may involve evenings or weekends.

Apply online via JFPBC's [Career's page](#), or email resume and cover letter to: 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.