



## Director, Institutional Marketing

### 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 Director, Institutional Marketing for managing JFPBC's brand presence and supporting a meaningful Federation experience for key stakeholders. The Director conceptualizes high-visibility, powerful, and consistent messaging across Federation's print, digital, video, advertising, social media and news media channels. The Director supervises the Institutional Marketing team and collaborates with Federation leaders, staff, and Marketing Department colleagues to develop and execute strategic communications plans and projects. With a passion for storytelling, the Director ensures that messaging, tone and voice of institutional communications showcase Federation's work and impact.

### Example Essential Duties and Responsibilities:

- Collaborates with Vice President, Marketing to develop Federation's annual messaging, marketing & communications strategy, including plans for institutional marketing, advertising and digital communications.
- Creates continuum of targeted communications in support of Federation senior management's stewardship of high-level donors, prospects and community leadership. This includes the development of Stakeholder Reports, Honor Roll, and digital and print newsletters.
- Leads communications strategy during emergency situations and special projects, including leadership deaths, hurricanes, and crisis relief situations.
- Directs Federation public and media relations partners to reinforce Federation brand and impact throughout high-visibility coverage in relevant media outlets, blogs and social applications.
- Works with Direct Response team to achieve annual fundraising goals through creation of direct mail letters, telemarketing scripts, text messages, eBlasts, social media and other direct marketing channels.

### 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:

- Bachelor's degree required or better preferred.
- Five or more years' experience in communications role(s) in a dynamic product or service marketing organization required.
- Outstanding written and oral communications skills; editing and proofreading a must.
- Strong knowledge of AP writing-style required.
- Strong organizational skills required.
- Ability to manage PR strategy and content, as well as media relationships.
- Ability to develop and manage marketing project plans and timelines. Management experience related to media and/or video production a plus.
- 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.
- Ability to infuse Jewish culture, values, traditions and history, particularly relating to Israel, into his/her work.
- 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.