Summary
The Jewish Federation of Greater Ann Arbor is seeking a creative, dynamic collaborator to join its energetic team as Marketing & Communications Manager.

This position plays an integral role in the advancement of the Federation’s mission and will provide the expertise to successfully strategize, execute, and measure success of our broad, multifaceted marketing and outreach strategy.

This position requires passion for our mission, enthusiasm, excellent organizational abilities and communications skills, creativity, good humor and a goal-focused outlook.

Background
Located in southeast Michigan, Ann Arbor is a vibrant and energetic college town famous for the University of Michigan, its beautiful parks and nature areas and cultural offerings. Ann Arbor boasts a lively downtown, low crime, a healthy economy, regular festivals, robust public transit, and strong, diverse schools and neighborhoods. As a result, it is consistently rated highly on lists of small cities and was named by niche.com as the 2017 best city to live in America. The greater Ann Arbor community encompasses Ypsilanti, the lively and diverse home of Eastern Michigan University, and several warm and welcoming small towns including Saline, Dexter, and Chelsea.

The greater Ann Arbor Jewish community has a population of approximately 8,000 representing approximately 2,500 households. The community is strong and diverse with congregations representing a broad spectrum of Jewish communal life, a warm and educationally exceptional Jewish elementary school, a thriving Jewish Community Center, and a robust and compassionate Jewish Family Services.

The mission of the Jewish Federation of Greater Ann Arbor is to provide and inspire philanthropic leadership and community-building to nurture a strong, engaged, connected, vibrant and enduring Jewish community locally, in Israel and around the world. The most recent annual campaign raised $1.35 million, and the community’s endowment stands at nearly $6.5 million.

Position Overview
Reporting to the Executive Director and in collaboration with the Strategic Communications Committee and professional team, the Marketing & Communications Manager will develop and implement comprehensive and cohesive communication, marketing, and financial resource development strategies tied to key performance indicator (KPI) metrics.

Principal Duties and Responsibilities
In partnership with the Executive Director, Federation team, and relevant committees, the Marketing & Communications Manager provides leadership and direction in carrying out the Federation’s strategic vision & brand and in planning and implementing marketing communications efforts for the Federation.

This person will:
- Collaborate with the Development Team to plan and implement a cohesive and strategic marketing / communications / outreach plan that advances the Federation mission, including Foundation and LIFE & LEGACY®;
- Be the Federation brand ambassador and oversee the creation of brand aligning content;
- Standardize and document policies and procedures for marketing and communications regarding voice and brand;
- Bring fresh leadership and vision while assessing existing campaigns to discover opportunities for growth;
- Determine appropriate marketing goals and KPIs for quickly monitoring and assessing trends. Use analytics to tie metrics for engagement success analysis and refine and iterate marketing strategy to ensure continued improvement;
- Conceptualize, produce and edit copy for external and internal communications such as news articles, annual reporting, event promotions, ads, e-newsletters and grant proposals;
- Collaborate with the Development Team to create and refine direct donor communications including impact reporting, gift acknowledgement letters, stewardship messages, donor stories, proposals and appeals;
- Manage content for digital marketing communications, including the Federation WordPress website, Facebook, and other social media platforms;
- In collaboration with the Executive Director, play a lead role in creating and distributing public messages around emergent issues or during a time of crisis;
- Coordinate and engage with community partners to increase inter-organization communication and collaboration;
- Develop and maintain budgets for all programs for which responsible;
- Serve as an ambassador of the Federation and foster positive professional relationships with Federation and agency colleagues, donors, board members and other members of the community;
- Promote the mission of Federation at all times through superior customer service to all and through the efficient use of and care for all resources; and
- Attend weekly staff meetings, Federation and community events as needed, and professional development seminars and conferences as needed.

Competencies
- A Bachelor’s Degree in Communications, Marketing, Public Relations or related field
• Minimum 3 years of progressive experience in direct marketing, such as leading strategy development and implementation, writing and editing copy for print and digital viewship, and assessing effectiveness of marketing and communications efforts
• Excellent written and verbal communication, interpersonal, relationship-building, and leadership skills with a proven ability interact effectively with a diverse body of lay leaders, professional staff and other stakeholders
• Exceptional copywriting, and copyediting skills including the ability to write both technically and persuasively for print and digital platforms
• Excellent judgement and capacity to oversee and evaluate design, layout and implementation of marketing and communications output with minimal guidance
• Experience with Google Analytics and/or other marketing data analytics and tools
• Ability to manage workflow, multiple ongoing projects and deadlines in a dynamic setting
• Knowledge and understanding of fundraising principles
• Experience with social media platforms in a professional setting
• Entrepreneurial self-starter, creative thinker and team player with excellent problem-solving and analytical skills, the ability to handle multiple tasks, and meticulous attention to detail and follow-up
• Significant involvement in and knowledge of the Jewish community; passion for and broad understanding of Jewish, Israel, and Israel-related issues desired
• Must be able to work occasional evenings and Sundays for meetings and events
• Access to a car and proof of a current driver’s license and registration desired

Technical Skills

• Strong in Microsoft Suite
• Good working knowledge of Google Analytics
• Proficiency in Mailchimp, Constant Contact, or similar
• Proficiency in Adobe Photoshop, Illustrator, or similar is desired.
• Proficiency in WordPress, HTML and/or CSS is desired