



**JOB DESCRIPTION**  
**MARKETING AND COMMUNICATIONS MANAGER**

**Classification:** Part-Time (approximately 20 hours/week); Exempt  
**Reports To:** Executive Director

**Summary:** The Marketing and Communications Manager, under the supervision of the Executive Director, shares in the JCC's commitment to the highest quality of programs while maintaining excellent customer service. This individual develops and maintains effective communication strategies, methods, and materials to promote the JCC's capital campaign, fundraising efforts, programs and services. This role will also serve to increase community awareness of JCC offerings and accomplishments and to facilitate internal communication among JCC departments.

**Qualifications:**

**Education:**

Bachelor's Degree in Communications, Marketing, Graphic Design or related field preferred

**Experience/Skills:**

Graphic Design Skills  
Prior experience in marketing and communications  
Strong written and verbal communication skills  
Knowledge of Jewish culture, values, and traditions  
Strong general computer skills with specific experience using Adobe Creative Suite

**Principal Responsibilities:**

- Design electronic and print marketing materials, following established JCC Association brand guidelines
- Write and edit marketing, promotional, and other agency communication materials
- Work with fundraising consultant to design and oversee production of capital campaign marketing collaterals
- Assist in development and implementation of fundraising messaging and communication strategy
- Manage publication and fulfillment of print materials and advertising
- Develop and maintain JCC's online presence, including updates to website content, community calendars, SEO, weekly emails, and social media presence to promote capital campaign and JCC programs
- Develop relationships with local news media to raise awareness of JCC programs, fundraising, capital campaign, and accomplishments
- Foster excellent internal communications through development of appropriate staff communication vehicles
- Develop annual organizational marketing & communications plan to achieve program and institutional goals while maintaining budget
- Attend administrative staff meetings as requested
- Attend JCC All-Staff meetings



**All JCC Employees are expected to demonstrate:**

- **Initiative:** Work independently, efficiently and effectively; look for opportunities to take on more responsibility, seek areas of improvement and exhibit appropriate leadership qualities
- **Creativity:** Think of new ways to improve and streamline workflow
- **Ownership/Commitment:** Take pride in work; accept responsibility for the final outcome; take an active role in maintaining a clean work environment; and look for professional growth opportunities
- **Reliability:** Follow through on projects and responsibilities; good organization and time-management skills; prioritize duties without sacrificing quality
- **Professional Demeanor:** A positive worker and team member; act as a role model; strive to achieve excellence; respect personal and professional boundaries; help to create a positive work environment; deal with conflicts in a respectful and professional manner
- **Adaptability/Flexibility:** Not locked into one way of doing things; eager to learn and apply new techniques; approach problems in a solution-oriented manner; capable of making decisions in a timely manner with due consideration
- **Motivation:** Energetic and enthusiastic; work hard to meet or exceed all job responsibilities; able to stay on task without direct supervision
- **Affability/Pleasantness:** Courteous to customers and other staff; help to create a positive team atmosphere; act in a manner that make others feel comfortable and safe
- **Self-Awareness:** Able to actively receive feedback by listening and integrating feedback to enhance performance; open to suggestions for growth by being able to accept developmental feedback.
- **Attendance and Punctuality:** Prepared to begin work at scheduled time; work until shift is done; arrive to meetings on time; communicate schedule or availability changes as required by supervisor
- **Communication Skills:** Keep lines of communication open with customers, families, advocates, and administration; easily accessible to others
- **Alignment with culture, values and mission of the JCC; works with others to achieve organizational goals**