



ISJL Communications & Marketing Manager

Job Title: Communications & Marketing Manager

Department: Leadership/Admin

Job Status: Full time with benefits

Experience: 3-5 years relevant experience

Reports to: Chief Strategy Officer

Effective Date: Immediate Opening

If you're an organized storyteller who loves finding the most dynamic way to share information, this is the job for you...

The Goldring/Woldenberg Institute of Southern Jewish Life (ISJL) is a regional nonprofit with a mission to support, connect, and celebrate Jewish life in the South. We reach approximately 10,000 households annually with our online and on-the-ground programming. Established in 2000, we will celebrate our 25th year in 2025.

We're currently seeking a creative, detail-oriented, collaborative communicator to join our team as Communications & Marketing Manager. Working with our Chief Strategy Officer and the entire ISJL team, the Communications & Marketing manager will oversee efforts to tell the ISJL story and promote ISJL programming and events region-wide. This is a key leadership position, with the CMM responsible for implementing/enhancing existing communications calendar and strategy, managing and creating digital (web and social), print, internal and external communications, and bringing new communications concepts to the table. We seek an individual who will take a positive, proactive approach to messaging, with a focus on broadening outreach and deepening in-reach to our communities.

Duties/Responsibilities:

- Work with Chief Strategy Officer and staff to develop marketing, communication, and social media initiatives aligned with the ISJL's mission
- Work with the Director of Development and Administrator on fundraising-related outreach, mailings, marketing materials, and online campaigns
- Review, strengthen, and maintain communication processes and branding standards
- Design, edit, and oversee communications (weekly emails, event promotion, larger print productions such as *Shalom Y'all* magazine, etc.)
- Manage the ISJL website and all basic updates to content there (no coding required, although coding skills are a bonus)
- Manage ISJL calendars, including communications calendar (Google systems)
- Plan and manage a social media strategy designed to support ISJL programs, increase engagement, and maximize fundraising
- Conduct regular communications inventory/track open rates and adjust strategy to maximize reach
- Attend weekly staff meetings, supervision meetings and be available to all staff for face-to face meetings and discussions as needed
- There may be occasional travel, such as to the annual ISJL Southern & Jewish conference

**Required Skills/Abilities:**

- Exceptional oral and written communication skills
- Ability to manage and prioritize multiple ongoing and developing tasks while following through on short- and long-term responsibilities, plus attention to detail with emphasis on accuracy and quality (a passion for proofreading is essential!)
- Ability to handle confidential and sensitive matters with maturity, discretion, diplomacy, and professionalism
- Strong organizational skills and a commitment to systems; strong track record of time and project management
- Proficient in Adobe Suite (particularly InDesign and PhotoShop), Canva Pro, and Constant Contact
- Comfortable with (or comfortable learning) Blackbaud database/Raiser's Edge
- Basic website management skills (working with systems like Weebly, Squarespace) essential; coding/website development experience is a plus
- Experienced manager of social media / online engagement
- Collaborative spirit and work well with other people – colleagues, board members, community members, program participants, the press
- Self-motivated, particularly in remote working environments

Education and Experience:

- Bachelor's degree
- Familiarity with Judaism/Jewish culture
- 3+ years' experience in marketing, communications, journalism, or related fields

Pay and Benefits:

- Salary: Range is \$53,000 - \$57,000, commensurate with experience
- Benefits include medical and dental insurance coverage
- Participation in Simple IRA plan

Equal Opportunity

It is the policy of the ISJL to provide equal opportunity in employment to all employees and applicants for employment. We will not discriminate against any employee because of race, color, religion, national origin, sex, gender identity, age, veteran status, or disability.

Safety, Respect, and Equity

The ISJL is an equal opportunity employer. In addition to the non-discrimination statement above, we are also committed to fostering a safe, respectful and equitable environment for employees and community partners.

To apply, please email your resume, cover letter, and contact information for three references to Michele Schipper, CEO, at mschipper@isjl.org.