

Marketing Manager

About JewishColumbus:

This is an amazing time to join JewishColumbus. We are four years into an integrated partnership of the Jewish Federation of Columbus and the Columbus Jewish Foundation. Our annual campaign brought in over \$6MM in FY 2022 and our Foundation holds \$145MM in assets. We are the community convener; we respond to crisis and ensure a strong future for the Columbus Jewish community through robust and trusting partnerships with local Jewish agencies and synagogues. We are innovative. We are inclusive. We challenge the status quo and strive to be at the forefront of trends within the Jewish and non-profit communities. Work for an organization where your time and talent will be valued, and your voice will be heard.

The Role:

JewishColumbus is seeking an experienced, innovative Marketing Manager with a generalist skillset to help take marketing to the next level. – In this newly created role, your scope will include graphic design, copy writing and social media. This is an opportunity to carve out your niche; you'll never be bored because you get to do a little of everything, and no day is the same at JewishColumbus.

Reporting to the Chief Marketing Officer (CMO), the Marketing Manager will be responsible for day-to-day marketing operations and helping to align marketing strategy to organizational/departmental objectives. This position requires someone who is highly creative, organized, and proactive, possessing superb writing skills and is proficient in Adobe Creative Suite, WordPress, Constant Contact and mainstream social media platforms.

Job Title: Marketing Manager

Job Classification: Salary / Exempt

Reports to: Chief Marketing Officer (CMO)

Span of control: No direct reports

Schedule: Full time remote with occasional in person meetings and events.

Training: Be ready to hit the ground running!

Location: Must reside in Central Ohio. Primary office can be either from home or from the JewishColumbus building, depending on preference or organizational need.

Responsibilities:

- Work with the CMO to evolve and elevate the look & feel of the JewishColumbus marketing – both print and digital – and act as a thought partner to the CMO
- Oversee the creative brief process with internal clients and serve as the liaison between internal clients and marketing

JOB DESCRIPTION:

Marketing Manager

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- Execute the production of marketing collateral, assisting with copy writing, design and asset management and working closely with the CMO on creative needs, including but not limited to:
 - Flyers
 - Emails
 - Landing and Registration Pages
 - Website
 - Social Media
 - Promotional Materials
 - Ads
- Manage timelines and schedules for the abovementioned materials
- Provide insights and reporting on marketing campaign performance, as well as recommendations based on insights
- Serve as liaison with the web team and our social media

MINIMUM QUALIFICATIONS:

- Bachelor's degree in Marketing, Communications, Web Development or related field
- Proficiency in Adobe Creative Suite, WordPress, Constant Contact and mainstream social media platforms
- Superior writing and communication skills
- Project management experience and superb organizational skills

PREFERRED EXPERIENCE:

2-5 years' experience in a related role

KNOWLEDGE, SKILLS & ABILITIES:

- Proficiency in Adobe Creative Suite, WordPress, Constant Contact and mainstream social media platforms
- Superior writing and communication skills
- Project management experience and superb organizational skills
- Must be self-motivated, and able to prioritize responsibilities under minimal supervision
- Demonstrated ability to work in a team environment; handle high-stress situations calmly and professionally
- Proven ability to consistently meet deadlines while completing assignments with high attention to detail.
- Familiarity in creating designs for both print and digital and understanding the difference of the needs of the two mediums
- Great sense of humor

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TO APPLY:

Please email resumes to talent@jewishcolumbus.org.

The preferential application deadline for this position is Friday, October 28, 2022.