

Job Posting
Marketing & Communications Specialist
Jewish Federation of Northern New Jersey

Department: Marketing & Communications
Reports to: Managing Director, Marketing & Communications
Status: Full-time Non-Exempt Position
Location: Northern New Jersey

Background info:

Jewish Federation of Northern New Jersey is a non-profit philanthropic organization dedicated to creating a vibrant Jewish community in northern New Jersey. Federation cares for those in need, deepens engagement in Jewish life, and strengthens the bonds among Jews in northern New Jersey area, in Israel, and around the world. Our primary functions are community planning and allocations, financial resource development, and leadership development.

Background info:

The Marketing & Communications Specialist is a new position, and will be responsible for public relations, writing, and social media. We are looking for someone with several years' experience working with multiple brands in the social media marketing space combined with experience leading PR campaigns and strong writing skills. The Marketing & Communications Specialist will oversee PR campaigns, work collaboratively on social media campaigns and strategy, and serve as an in-house writer. Major responsibilities will include traditional and social media campaigns, content creation, PR networking, and writing. We are looking for a highly organized, strong communicator, rock-star writer, and team player. We need someone who can hit the ground running to promote our mission.

Responsibilities:

Public Relations and Writing

- Build brand awareness, cultivate relationships with media, create opportunities to present and build Jewish Federation and CEO as thought leaders and influencers.
- Coordinate all public relations activities and crisis communication. Develop media relations strategies. Draft news releases, press releases and media alerts for secular media, Jewish Standard, Jewish Link, and other media outlets including TV and radio.
- Establish and manage relationships with media: provide content, sources and interviews for area television, radio, and print media. Pitch stories and interviews.
- Identify and develop opportunities and PR connections to increase our visibility in mainstream publications and other outlets.
- Draft, write, and edit content including short and long articles, in-depth features, event remarks, statements, op-eds, web content, emails, and weekly messages.

Social Media

- Develop and manage social media platforms to share and promote Federation's mission, programs, and events.
- Consult with organization leadership to craft social media messages for distinct audiences.



- Work with volunteer leadership and professional staff to assist with developing social media efforts and content.
- Attend and promote virtual and in-person events as appropriate.
- Create timely and engaging content optimized for each platform used and intended audience.
- Use analytical tools such as Google Analytics and Facebook Insights to monitor and evaluate Federation's social media presence and performance.
- Analyze and report social media actions monthly for successes and new opportunities.

Qualifications and Skills:

- Bachelor's degree.
- Experience building and leading social media and PR strategies. Mastery of social media platforms and technology tools, as well as content creation.
- Minimum five years' experience.
- Proven success with social media campaigns and PR management.
- Knowledge about analytics and reporting tools for social media.
- Excellent writing skills for press statements, social media, web site, marketing collateral, emails, and CEO messages.
- Strong collaborator and team player.
- Organized and able to meet deadlines and work in a fast-paced environment.
- Strong personal commitment to Federation's mission.
- Availability to work off-hours as needs arise; work occasional night and weekend events.
- Experience and comfort in Microsoft Office software.
- Must have been vaccinated against COVID-19.

Please send Cover Letter & Resume to: jobs@ifnnj.org

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