



JOB DESCRIPTION

POSITION TITLE:	Chief Marketing and Communications Officer
REPORTS TO:	CEO
DEPARTMENT:	Marketing
FLSA Status:	Exempt

JOB SUMMARY

The Chief Marketing and Communications Officer (CMO), is responsible for all aspects of the Federation's marketing and communications, including strategy, planning, budgeting, production, and evaluating the impact of market segmentation, collateral, advertising, public relations, and web content on fundraising, philanthropic services, and community building efforts. The CMO leads the development of the marketing strategy and positioning of the Federation, working with the CEO, senior staff, and lay leaders. He or she must exert leadership to instill a strategic discipline across the Federation, and work as a team with staff to implement strategies successfully.

In addition, the CMO plays a major role both internally and externally in driving awareness and shaping the reputation of the Federation's brand, as well as delivering marketing communication and production services to the organization. The CMO is responsible for the creation of policy, processes, quality, and timeliness of those services.

ESSENTIAL FUNCTIONS OF THE POSITION

Strategy and Leadership

- Lead the development and implementation of a long-term marketing strategy for the Federation and its activities that advance the mission, raise dollars, improve positive brand awareness, and successfully tell the Federation's story.
- Translate the strategy into a marketing plan and tactics that include messaging and targeted, segmented communications that integrate the urgency of short-term fundraising with long-term community vitality.
- Work closely with development and program teams to develop effective strategies to solicit and steward donors via direct mail, email, etc.
- Raise awareness of and positioning for Federation in the community consistent with the Federation's mission and business plan.
- Review measurement processes to track marketing effectiveness over time, utilizing marketing and tracking features in our CRM database to measure ROI on direct mail and other communications.
- Manage the production of all communications for the Federation including but not limited to: direct mail, logos, invitations, advertising, press releases, videos, newsletters, annual reports, website, and news articles.

- Ensure consistent Federation messaging and branding across Federation departmental and agency communications, including scripting and messaging for signature events (Men’s Event, Options, and Brunch Club).
- Implement effective public relations, including the sourcing of relevant stories, promotion of major Federation accomplishments, and positive ongoing relationships with key representatives of the Jewish and general media, including print and broadcast.
- Write and edit speeches and other key communications for the CEO, Board Chair, and other key personnel.

Management

- Manage the remote/freelance team (Graphic Designer, Email & Web Specialist, Marketing Director, and Writer), overseeing workflow, setting priorities, assigning projects and tasks, and developing staff.
- Recommend and oversee the development of a project management system to track marketing activities in support of the campaign and programmatic activities.
- Develop measures of departmental productivity and effectiveness of projects. Work with staff to improve efficiency. Review and formally evaluate staff performance.
- Develop and manage the annual operating plan and budget for marketing and communications, including optimization of full-time staff, part-time staff, and consultant resources.
- Serve as a member of the Federation’s Senior Management Team.
- Work closely with the leadership and staff to ensure integration of marketing strategy, messaging, and standards.

Deliverables

- Working with the CEO and Department Directors, articulate a marketing strategy for the Federation that addresses the needs of the “market” (community members, donors, and agencies), builds strength (community membership, fundraising, perceived relevance) over time, establishes a meaningful, long-term identity for the Federation, and heightens awareness and understanding of its achievements.
- Plan and implement the components of the marketing strategy and measure progress.
- Lead the development and creation of writing projects, videos, press releases, editorial placements, speeches, scripts, web and print collateral.
- Organize media events, prepare talking points, follow-up and manage media contact database.
- Ensure high-quality marketing communication that is on message and on deadline.
- Develop marketing staff resources (on-payroll and consultants) that provide competence, support, economy, and succession.

SPECIAL QUALIFICATIONS (SKILLS, ABILITIES, LICENSE)

- Proven expertise in marketing strategy, marketing analytics, brand development, and marketing communications leadership, development, and execution.
- Ten years of experience as a communications professional
- Experience in a multi-segment marketing environment utilizing both mass and customized communications across multiple platforms.
- Demonstrated ability to contribute at both a strategic and an operational level.
- Experience in a complex organization, with a successful leadership track record in multi-constituency and consensus driven cultures.
- Strong manager with excellent organization and people skills and the ability to set priorities, problem-solve, multi-task, and work well under pressure.
- Ability to work well under pressure and coordinate multiple projects simultaneously, producing quality results on time and on budget
- Effective communicator with strong writing/editing skills.
- Effective network of part-time/consultant resources upon whom to call for specific projects.
- Innovative, creative, with a high amount of energy; personal grace and good humor.
- A steady temperament and ability to practice diplomacy in conveying information to multiple constituents.
- Passion for strengthening the Jewish community and/or familiarity with nonprofit, philanthropic-based organizations.