

**Job Title:** Communications and Marketing Associate

**Department:** Administration

**Reports To:** Executive Director

**FLSA Status:** Non-Exempt

## **Job Summary**

- The Communications and Marketing Associate (CMA) is a part-time position at Beth El Synagogue. The CMA implements synagogue communications and marketing strategies in order to strengthen Beth El's engagement with its members, the local Jewish community and the broader public. The CMA ensures that the organizational vision and values are successfully expressed and integrated across all of Beth El's communication channels - including print and online publications, web and social media and mass email system - and that Beth El is consistent in its visual identity and public messaging internally and externally. Reporting to the Executive Director and in cooperation with synagogue staff and leadership, the CMA will participate in all staff meetings and be responsible for creating and designing marketing and communications materials to ensure that all constituencies connected to Beth El are aware of our ongoing efforts and events.

## **General Accountabilities**

- Lead the creative and editorial direction, development, production and execution of all congregant and public communications.
- Works cross functionally to ensure social media goals align with synagogue goals.
- Writes and curates content designed to engage followers and promote the brand in a positive way.
- Creates and executes print and social media campaigns to promote the brand.
- Ensures customer satisfaction by responding to any complaints, questions and comments left on the Beth El's social media pages in a timely and appropriate manner.
- Continuously monitors site analytics to see what types of content followers respond to the most and adjusts the strategy accordingly.
- Provide communications and administrative support for ongoing fundraising campaigns including capital and annual campaigns.
- \*The synagogue reserves the right to add or change duties at any time.

## **Job Qualifications**

- Education: Bachelor's degree in marketing, communications, or related field
- Experience: 2-3 years of related experience
- Possess high standards of excellence, dedication, flexibility and a "do whatever it takes to accomplish the job" attitude.
- True sense of what it means to be a team player. We all work together to ensure that all aspects of the organization are successful. When someone needs help, we all step in to help.
- Love of new technology and social media.

- Demonstrated project management skills including setting and meeting deadlines, prioritizing projects and the ability to work under pressure.
- Solid copy editing and proofreading skills.
- Working knowledge and experience working with Wordpress.org and social media outlets.
- Working knowledge with basic photo editing; graphic design experience welcomed and encouraged.

### **Skills**

- Excellent verbal and written communication
- Understanding of Jewish customs and phrases is a plus
- Coordination
- Social perceptiveness
- Monitoring
- Judgment and decision making
- Persuasion
- Critical thinking
- Active learning

### **To Apply**

- To apply please send a cover letter and resume to [jobs@betheldurham.org](mailto:jobs@betheldurham.org).

### **Benefits**

- Great professional development, mentoring and skill-building opportunities. A competitive salary in the non-profit marketplace commensurate with experience. Flexible work hours.