



UNITED JEWISH FEDERATION
OF TIDEWATER

POSITION TITLE: Senior Marketing Manager
AGENCY: United Jewish Federation of Tidewater (UJFT)

REPORTS TO: Director of Marketing
CLASSIFICATION: Full-time, Exempt

Position Summary

Under the supervision of the Director of Marketing and in-line with the strategic marketing plan, the Sr. Marketing Manager will create, implement and oversee marketing campaigns-be it internal or external, that effectively describe and promote the organization- its mission, programs, services, and events. The Sr. Marketing Manager will perform a variety of tasks, such as the conceptualization and development of print and online advertising, social media strategy and implementation, content development, press releases, bylined articles and white papers, marketing collateral, marketing budget management and cost tracking. They may aid in the preparation of materials geared toward employees. This role provides supervision and direction to staff and is responsible for driving production timelines and daily tasks of the department. Specific skills include; social media strategic plan development, brand management, strong written and oral communication skills, project management and timeline creation, and the ability to partner with other agencies and stakeholders. This position is involved in marketing for B2C product lines and non-profit, donor-driven storytelling.

Responsibilities and Duties

The Sr. Marketing Manager's duties include, but are not limited to:

- Under the direction of the Director of Marketing, ensure that campaigns are created with immediate goals and long-range strategic plans for the Federation.
- Under the direction of the Director of Marketing, ensure that campaigns assist with the creation of overall branding and brand management of UJFT and JCC at-large, as well as for all program and philanthropy areas, to establish a consistent and connected voice for each.
- Under the direction of Director Marketing and per each product line's goals and objectives, work with stakeholders to develop and implement project action plans with buy-in and clear goals and objectives at the program/event level in collaboration with staff related to general programming, outreach events, community building, mission/impact storytelling, membership enrollment/retention

campaigns and donor/solicitor recognition. This includes: budgets, target markets, online marketing strategies, social media plans, event-specific collateral, and pre-/post-event communications, as well as project timelines and milestones.

- Manage the scheduling and coordination of in-house and outsourced marketing resources to ensure successful completion of the overall marketing plan and schedules of assigned program areas.
- Under the direction of Director of Marketing, develop channel-specific strategic plans for the UJFT and JCC brands at-large in the areas of social media, public relations, and search marketing. Oversee the daily implementation, assignment, evaluation and adjustments to ensure each plan is effective, on time and on budget.
- As assigned, collect information, content and design activities for agency-wide or program specific marketing and advertising which may include, but not limited to, monthly agency, board or program newsletter, agency program guides, or any other assigned tasks.
- Communicate effectively with Director of Marketing about marketing initiatives and project metrics, as well as to brainstorm fresh strategies.

Qualifications and Required Skills

- Bachelor's degree in Communications, Marketing, Public Relations or related field with 7 years experience OR a combination of education and 9 years of related experience.
- Minimum of 3 years as a people-manager, ideally overseeing more than one team member.
- Intimate understanding of traditional and emerging marketing channels.
- Excellent written and communication skills.
- Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, etc.
- Ability to think creatively and innovatively; and to work collaboratively.
- Ability to multi-task and prioritize work.

- Ability to work independently; be detail oriented and organized
- Excellent analytical and problem solving skills.
- Budget-management skills and proficiency.
- Analytical skills to forecast and identify trends and challenges.
- Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, and platforms.
- Expert in online content marketing and social media development strategies.
- Experience with a variety of organic and paid acquisition channels – content creation and curation, pay-per-click campaigns, social media, lead generation campaigns, performance analysis.

The duties outlined in this job description are meant to be representative, but not all inclusive, assigned to this job. These duties may be amended at the discretion of the Director of Marketing.

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