



The Jewish Federation
OF GREATER WASHINGTON

Position : Account Executive
Department : Marketing
Reports to : Senior Director, Marketing
Date : August 2018

Job Description

- Are you a driven, dynamic professional with 2-4 years of marketing experience in the nonprofit sector and/or the Jewish professional world?
- Do you thrive in a creative, fast-paced team environment?
- Are you passionate about the needs and interests of the Jewish community?

The Jewish Federation of Greater Washington's marketing department is hiring, and if you answered yes to these questions, you could be our perfect fit!

As our account executive, your role will be critical to **marketing the impactful work of The Jewish Federation** to our key stakeholders and the broader community.

You will be the **go-to marketing executive** for several departments within Federation, including Federation's Young Leadership, Strategic Planning & Allocations, Jewish Life & Learning and Engagement. As part of a talented team, you'll develop and execute strategic marketing plans, compelling copy and creative collateral materials for small- and large-scale programming and events. With this broad portfolio of strategy, tactical execution and creative, multi-channel storytelling, you'll make excellent use of your **writing, project management and organizational skills** and add to your proven track record of **managing timelines and meeting deadlines**.

Your role

- Oversee creative and production processes, timelines and budgets for multiple projects concurrently
- Integrate Federation messaging and branding across online and offline marketing materials
- Write and edit a variety of products, including but not limited to letters, flyers, advertising, invitations, press releases, talking points, web and social media content, email newsletters and more
- Collect and curate content from a wide variety of stakeholders, including donors, community members, colleagues and partner organizations for marketing collateral
- Provide strategic marketing guidance and recommendations to clients and colleagues, including analysis of current programming based on key performance indicators
- Stay well-informed of changing technologies and best practices to implement the most effective marketing strategies

- Work with clients and Federation's digital marketing consultant to develop and implement digital strategy
- Assist fellow team members with projects as needed
- Work directly with Federation colleagues to produce large and small-scale events, including but not limited to Good Deeds Day, Grand Slam Sunday, holiday-focused gatherings and more
- Assist at events to supervise and handle marketing needs (signage, audio/visual requirements) or as needed by client (registration, set-up/break-down). Events may occur in the evening or on weekends.

Your background

- 2-4 years of experience in marketing, advertising or public relations with a strong project management background (non-profit experience preferred)
- Bachelor's degree in marketing, communications, writing/public relations or related
- Ability to work on a variety of projects simultaneously
- Strong people skills, able to get along with and work well with diverse personalities
- Experience with and commitment to the Jewish community, with a working knowledge of Jewish history, tradition and current events
- Thorough understanding of creative and production processes
- Working knowledge of design and graphics, including production requirements for print and electronic applications
- Exceptional organization and communications skills (both written and oral) with proficiency in English grammar and usage
- Proven ability to oversee projects from concept through layout, finished art and production phases to completion
- An inherent understanding of target organizational and audiences' demographics and psychographics to develop appropriate approaches
- Background in strategic marketing planning helpful
- Proficiency with Microsoft Office required, experience with Adobe Creative Suite a plus
- Experience with, or willingness to learn, web applications including website management software and email management software

Federation offers a competitive salary in the non-profit marketplace.

Interested?

To apply, submit your cover letter, resume and two writing samples to jobs@shalomdc.org, using subject line MKTG-AE-818.

About The Jewish Federation of Greater Washington

The Jewish Federation of Greater Washington is a mission-driven non-profit organization dedicated to creating a welcoming and inclusive Jewish community for all. The Jewish Federation identifies, evaluates and addresses our community needs and priorities in order to create a strong local Jewish community, and to foster and strengthen our connection with Jews in Israel and around the world. Federation partners with more than 60 local, national and international agencies to offer innovative programs and services to all who need and want them, delivering measurable impact with immeasurable heart.