



Position : Communications Strategist & Writer
Department : Marketing & Communications
Reports to : Chief Marketing Officer
Date : March 2021

While Federation's team is currently working remotely, candidates should be located in or willing to relocate to the Greater Washington (DC, MD, and Northern VA) region. Flexible work options available.

Role Overview:

The Jewish Federation of Greater Washington's **Communications Strategist & Writer** will be a core member of our professional team. Sitting at the intersection of impact, fundraising, and marketing, they will develop and implement new, dynamic ways of **communicating Federation's impact to key stakeholders** (including donors and lay leaders) and the community at large.

The Communications Strategist & Writer is a key driver of helping Federation connect with our community. You will:

- Develop and implement a stakeholder communications calendar, using a cross-channel approach to reach our audiences with educational, fundraising, and acknowledgement messages
- Produce original content focused on the impact of giving to Federation, including but not limited to Federation's digital and print collateral, cases for giving, annual reports, and donor acknowledgements
- Collaborate cross-departmentally to understand and convey our accomplishments, communal needs, and what matters to our stakeholders
- Partner with the Chief Marketing Officer and Assistant Director of Marketing to ensure that all collateral tells the on-brand story of our work
- Work with our PR team to identify and develop story opportunities for media coverage.
- Serve as a steward of Federation's brand and style guide in all internal and external written communications

Your successful efforts will help key stakeholders understand the value of Federation's work and compel their continued interest and investment in it.

Leading candidates will have a proven ability to create engaging written content. Applicable background experience may include nonprofit communications, public relations, speechwriting, editing, presentation development, copywriting, and/or grant writing and reporting.

The salary range for this position is \$70,000-80,000.

Role and Responsibilities

The **Communications Strategist & Writer** is a proven professional with a talent for compelling storytelling. You enjoy immersing yourself in a brand story and finding new ways to tell it. In this role, your passion for Federation's work and for the Jewish community will shine through in the communications you create.

Day-to-day, you will:

- Serve as a strategic thought-leader in developing internal and external communications
- Write clear, thoughtful, and engaging messages, updates, and impact reports for a variety of audiences
- Collaborate with FRD and impact teams to create proposals, grants, and reports

- Oversee creative and production processes and timelines for concurrent projects
- Provide communications guidance and recommendations to internal colleagues
- Consistently foster your knowledge of Greater Washington's Jewish communal needs to inform your messaging of Federation's impact
- Leverage your familiarity with communal news and events and with the Jewish calendar to keep Federation communications timely and relevant
- Assist at events as needed, which may occur in the evening or on weekends

Your Background, Qualifications, and Success Factors

- Minimum of 5-7 years communications, writing, or related professional experience; experience in non-profit, Jewish communal work helpful
- Demonstrable excellence in written and verbal communications skills with strong knowledge of AP writing-style
- Self-motivated and driven by high personal standards for your work
- Demonstrable success in building and cultivating trusted relationships; ability to work effectively, respectfully, and collaboratively on a team, within and across departments and all levels of the organization
- Ability to distill qualitative and quantitative market research, data and analysis, and metrics into resources for narrative reporting
- Maintain awareness of customer preferences and industry communications trends to ensure organization is optimally positioned in content, voice, and messaging
- Proficiency with Microsoft Office required, experience with Adobe Creative Suite a plus.
- A well-developed sense of humor and the ability to work in a fast-paced, deadline-oriented environment
- Ability to infuse Jewish culture, values, traditions, and history into your work
- Desire to contribute in a meaningful way to a growing, thriving non-profit
- Bachelor's Degree required; advanced education and/or experience in marketing, communications, or related field preferred

A People-Friendly Workplace

The Jewish Federation of Greater Washington is an equal opportunity employer offering a people-friendly environment, including:

- excellent health care and retirement benefits
- generous time off
- flexible work options
- opportunities for continued professional development
- access to the JPRO Network, which connects, educates, inspires, and empowers professionals working in the Jewish nonprofit sector

If this is the right fit for you, let's connect!

To apply, submit your cover letter, resume, and two writing samples (i.e., grant proposals, talking points or speeches, or impact reports that showcase your talent, voice, and style) to

jobs@shalomdc.org, using subject line **CSW FY21**.

The Jewish Federation of Greater Washington envisions an open, connected, and vibrant Jewish community that cares for each other, fosters Jewish learning and journeys, embraces Jewish peoplehood and Israel, and acts as a force for good in the world. As a mission-driven non-profit organization, we work to inspire, build, and sustain vibrant Jewish life in a changing world by mobilizing our community in common purpose, intentional innovation, and effective action.

Learn more at shalomdc.org.