



## Communications and Marketing Manager

### July 2019

*Please Note: Applications without a cover letter and supporting documents will not be considered.*

**Are you a communications ninja?** JCDS, a vibrant K-8 Jewish day school, seeks an experienced Communications and Marketing Manager. Reporting to the Director of Development and Communications, the manager is an integral member of the development and communications office, whose work engages a range of supporters, families, and potential families in the school's mission. The manager is primarily responsible for the public presence of the school, leveraging marketing and communication to support that presence. This full time position requires a sophisticated level of organizational skill, the ability to manage and execute multiple concurrent projects, and the flexibility to meet changing demands in a fast-paced environment. Engaging, clear, strong writing is a must, along with the ability to produce a variety of print and digital content. Familiarity with Hebrew language is preferred. The successful candidate should be comfortable interacting with senior management, board members, and donors; be able to handle confidential information with discretion; and have proven follow up skills to ensure successful and timely completion of projects. The work environment involves engaging with children, parents, staff and faculty; enjoyment of a busy and dynamic setting will be necessary for a good match.

**RESPONSIBILITIES:** Support the development office, the admissions office and the educational team with the creation of collateral materials and effective internal and external communications. Proactively move through the school to curate content via photography, videography, and interaction with the community. Bring and hone awareness of the Jewish day school marketplace and strategies to reach JCDS audiences. Produce fundraising appeals, mailings, flyers, invitations and email campaigns. Create admissions materials and communications. Coordinate social media and blog posts. Support the planning and execution of special events. Other duties as assigned.

#### **EXPERIENCE:**

- Marketing Communications: 2 years (Preferred)
- Marketing: 2 years (Preferred)

**REQUIREMENTS:** Bachelor's degree along with a strong commitment to Jewish education. An excellent writer with a strong visual and design sense and proven graphic design skills; photography and videography production; technology skills preferred (partial list): Adobe InDesign, FinalCutPro, Constant Contact, Google, Canva, MS Office. Special event coordination a plus.

**TO APPLY:** Interested applicants should forward a thoughtful cover letter, resume, references and salary requirement in an MS Word or PDF document. Candidates should also submit an example of a press release, blog post, social media post, donor solicitation or a sample communications plan you executed. Kindly include the job title in the subject line and forward to Jennifer London, Director of Development and Communications, at

[JenniferL@jcdsboston.org](mailto:JenniferL@jcdsboston.org)

**ABOUT JCDS:** JCDS, Boston's Jewish Community Day School, cultivates curious, passionate learners with the capacity and confidence to change the world. Highlights of our educational program include an innovative K-2 engineering program; a pioneering, nationally-recognized Hebrew language program; integration of Judaic and general studies across disciplines; and a whole child approach to academic excellence. Through intentionally pluralistic Jewish living and learning we nurture critical thinking, ethical hearts, and diverse, joyful community. Our graduates succeed and lead meaningful lives in high school and beyond.

JCDS was founded in 1995 and serves students in grades K-8 and their families. We encourage everyone in our community to approach life with a growth mindset. We value our professional staff and invest in their ongoing development. Our professional community is rooted in collaboration, generosity of spirit, and a passion for our mission. JCDS is committed to a policy of non-discrimination and equal opportunity for all employees without regard to race, color, religious creed, national and ethnic origin, age, gender, sexual orientation, or physical disability.

*JCDS is a pluralist co-educational Jewish day school serving students from families across a wide spectrum of Jewish beliefs and practices. Visit our website at [jcdsboston.org](http://jcdsboston.org) for more information.*

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