

Jewish Free Loan (JFL) is a nonprofit organization that provides interest-free loans to Arizona's Jewish community. The Marketing & Outreach Associate (MOA) works with the Executive Director and Director of Development to create, implement and execute JFL's marketing, communication and outreach strategies and activities. This full time (36 hours/week) position reports to the Executive Director. This is an onsite position with occasional remote work possible.

Job Responsibilities

Social media/Electronic communication

- Manage all social media accounts
- Review and update website
- Develop content, write and edit quarterly JFL Journal and other email campaigns
- Develop and produce video content for social media, email and website

Advertising/Materials

- Establish advertising schedule and create all copy for press engagements, community journals and ad books
- Identify new advertising and marketing opportunities
- Develop and review donation acknowledgement letters, donor return envelope and QR code
- Update and create client communication letters, in conjunction with appropriate staff members
- Oversee printing and mailing process of all publications
- Develop and manage inventory of marketing materials

Community Outreach

- Coordinate JFL's outreach & education programs
- Provide staff support for all JFL-sponsored events, including donor recognition/cultivation events, annual fundraising event.
- Implement marketing, public relations and advertising activities that increase the organizational image in the community in conjunction with the Executive Director and Director of Development.

Additional Responsibilities

- Maintain strong working relationships with the Executive Director, JFL Staff and Board
- Assist with other responsibilities as may be assigned by the Executive Director
- Participation in appropriate Professional Network(s)
- Identify and participate in opportunities for professional development in the areas of marketing and outreach
- Additional responsibilities as determine by Executive Director

Qualifications

To perform this job successfully an individual must be able to perform each essential duty satisfactorily. The requirements and preferences listed below are representative of the knowledge, skill and/or ability needed to be successful in this position.

Required

- Bachelor's Degree or relevant certification or an equivalent combination of training and experience
- Minimum of two years of verifiable experience in marketing/communications or related field
- Strong written and verbal communication skills
- Strong attention to detail
- Self-starter and team-player
- Experience and comfort with public speaking
- Experience with various social media platforms (Instagram, Facebook, YouTube, LinkedIn, TikTok)
- Experience with Microsoft Word, Outlook, Excel, Adobe, Publisher, PowerPoint, Canva and Wordpress

Preferred

PREFERRED

- Experience with nonprofit organizations
- Experience with the Phoenix Jewish community

- Experience with video editing/production
- Skills in and enjoyment of storytelling and writing

Benefits include: medical, vision and dental insurance, paid time off, various paid holidays (Federal and Jewish), sick time and bereavement leave. Salary DOE.

Please submit a cover letter and resume to Ellen Friedman Sack, JFL's Executive Director, at ellensacks@jewishfreeloan.org.