JCC Manhattan
Director of Program Marketing

POSITION OVERVIEW:

The Director of Program Marketing (one of five at JCC Manhattan) is responsible for increasing awareness of, driving traffic to, and adding value to the JCC and its offerings by translating program goals into effective marketing communications. The position will oversee marketing of the following areas: Centers for Jewish Living and Israel (including but not limited to the JCC’s R&R and Shabbat programs, Ulpan classes, and annual Israel Day Celebration); LGBTQ community initiatives; and three Jewish summer day camps for children aged 3-14 (see below for more details).

KEY RESPONSIBILITIES:

- Develop seasonal program marketing strategy, tactical plan, and timelines for assigned accounts in close collaboration with respective program directors.
- Manage budgets and closely track expenditures on accounts.
- Oversee development of print and electronic marketing materials – including mailings, posters, handouts, print and online advertising designed to increase awareness of and drive traffic to the JCC and its programs, both within and outside the facility.
- Key marketing contact for annual Upper West Side Yom Ha’atzma’ut Israel Day celebration.
- Manage projects and logistics in collaboration with internal design team and external advertising, print outlets and vendors, including Jewish media outlets, ad platforms, listings, sponsorships, etc.
- Create and execute email marketing for assigned accounts.
- Oversee web content and social media channels for program accounts.
- Track and analyze promotions and effectiveness of tactics via Google Analytics.
- Create, build, and maintain alliances with strategic local business partners.
- Test new marketing concepts; identify and institute additional revenue streams.
- Market special events and work with partner organizations.

In addition, for the months of June-August, the position will primarily be focused on camp, with at least two days/week spent at the Pearl River site. The position will be responsible for all communication that goes out to camp parents, as well as ongoing marketing for each of our camps.

- Oversee all communication aspects of camp.
- Layout, edit, and manage weekly newsletters.
- Layout, edit, and manage camper portraits.
- Email parents with any information about Parent Night, change in schedule, etc.
- Oversee camp photographer.
- Help edit 1st week camper blasts.
- Camp social media presence.
• Develop and maintain camp blog
• Weekly slideshow or camp video to be sent to families
• Develop and Organize Camp Photo Archive for all Camps
• Organize historical archive
• Year-Round Camp Marketing planning, including:
  o Develop and review fall sales plans
  o Develop timeline with Director of Camps for fall design and print collateral
  o Work with design and web development teams to be sure all is updated and ready for the fall
  o Review camp photos and determine if additional photos are needed for collateral
  o Work with Director of Camps on promotions, end of summer pre-registration, early bird plans and other discounts

NECESSARY ATTRIBUTES:

• Meticulously organized; skilled collaborator
• Ability to multi-task
• Self-starter
• Copywriting know-how
• Social media savvy
• Team building skills
• Sales acumen
• Entrepreneurial skills
• Fiscally minded
• Experience in editing
• Microsoft Suite proficient
• Supervisory experience, preferably in a camp setting
• In and out-of the box thinker and doer

POSITION REQUIREMENTS:

• Bachelor’s degree
• At least five years’ experience specifically in marketing/communications account management in an in-house and/or agency environment;
• Excellent interpersonal, verbal, and written communication skills, including the ability to write marketing copy creatively and effectively under deadline
• Ability to analyze and interpret data from campaign results, set (and reset) priorities, and multi-task effectively and independently in a fast-paced, team-oriented work environment
• Creative marketing instinct, with a critical and discerning messaging and design sensibility
• Knowledge of and comfort with advanced marketing technologies, including digital
• Passion for and knowledge of: (1) Jewish Life, and Israel; (2) Jewish camping; (3) New York City Jewish Community (with focus on Upper West Side a plus)

To apply, please send cover letter, resume, and salary requirements to recruitment@jccmanhattan.org