

## **Marketing and Membership Coordinator**

Congregation Shaarey Tikvah (CST) – a warm and welcoming egalitarian Conservative community of 250 families in Beachwood – is hiring a part-time (20 hours/week) Marketing Coordinator. This individual will execute the synagogue's marketing and communication plan and strengthen the synagogue's profile. The goal for the position is to improve the synagogue's brand recognition in the market, increase membership leads, nurture relationships with prospective members, and promote engagement with prospective and current members. A successful Marketing and Communications Coordinator will be self-directed and demonstrate initiative, working in close coordination with the Rabbi, Executive Director and lay leaders from the Marketing and Membership Committees.

*The primary duties and responsibilities for the Marketing and Membership Coordinator include:*

### **Build Brand Awareness**

- Refine, articulate and manage Shaarey Tikvah's brand position, key messages and visual identity system. Build internal understanding and adherence to the brand strategy and systems to ensure a strong and consistent image in the community.
- Create, implement and evaluate 3-4 annual marketing campaigns in support of events or initiatives to broaden CST's profile in the community.

### **Support Membership Development**

- Leverage the personal networks of active congregants, lay leaders, clergy and staff to help identify potential leads for membership.
- Generate new membership leads through direct mail campaigns, events, and face-to-face interactions. Work closely with the Membership Committee to track, share, nurture and convert membership leads.
- Develop a membership packet for prospective members.
- Attend community-wide events to promote CST. Liaise with other community organizations to reach unaffiliated Jews, especially young families.

### **Manage Internal & External Communications**

- Direct the creation, design, content, production and distribution of all print and online publications for internal and external audiences. This includes owned media (print collateral, weekly and monthly publications, email campaigns, etc.), paid media (advertising) and earned media (PR coverage).
- Manage the synagogue's website, including posting updates regularly. Improve the search engine optimization and consider buying online advertising in support of specific marketing campaigns. Grow participation and engagement of CST's social media, primarily Facebook, within the CST community.
- Assist in the management of the synagogue Customer Relationship Management (CRM) system.
- Develop brand-compliant and welcoming signage, wayfinding, and messaging for CST's campus and entryways.

### **Administrative & Support Tasks**

- Attend Marketing and Communications Committee and Membership Committee meetings regularly. Meet with Chairs of those committees individually on a regular interval. Attend periodic Board meetings, as needed, when the agenda dictates.

- Manage the marketing budget, as allocated, using creativity to stretch limited resources.
- Assist in recruiting, interviewing and supervising interns, as needed.

*The required skills, knowledge and abilities for the Marketing and Membership Coordinator include:*

- Undergraduate degree in business, marketing or communications or related fields
- 2-4 years of marketing experience preferably for a nonprofit or community organization
- Understanding of Cleveland's Jewish community landscape
- Experience managing projects, timelines and budgets
- Proficiency with Microsoft solutions, Adobe Creative Suite, content management systems, social media, and database management

You're the right candidate if you're a natural connector who brings energy, warmth and a desire to build Jewish community to the position. You'll succeed if you're sincerely interested in, and curious about, others, if you're able to execute on the details of a marketing plan without losing sight of the vision, and if you're proficient in both traditional and new media.

This position reports to the Executive Director, Martha Sivertson. The salary range for this position is \$27,500 – \$32,500 for 20 mostly flexible hours. Resume and cover letter to: [martha@shaareytikvah.org](mailto:martha@shaareytikvah.org).