



JOB DESCRIPTION & POSTING

Marketing Coordinator

Organization: For the Orange County Jewish community, Jewish Federation & Family Services (JFFS) is Orange County's central nonprofit organization that strengthens Jewish life by assessing community needs; convening the community on critical issues and in times of crisis; increasing opportunities for participation in Jewish life, philanthropy, and leadership; and supporting our local Jewish community, as well as communities nationally, in Israel, and around the world. JFFS has been an active organization in Orange County since 1965.

Position: Marketing Coordinator

Supervisor: Senior Director of Marketing & Communications

Job Summary:

The Marketing Coordinator supports the organization's fundraising, engagement, and social services goals through digital marketing efforts and project management. The position is responsible for the setup, maintenance, daily use, and trouble-shooting of the organization's digital marketing systems, including an email marketing and list maintenance system, an event registration platform, a website, and a payment/donation collection portal, as well as opening projects and monitoring project schedules in the department's project management system. The Marketing Coordinator also acts as a "client liaison" to all other departments regarding the details and deadlines of Marcom projects, and build relationships with printers and other vendors to obtain quotes and order print materials.

Job Functions and Duties (including, but not limited to):

- Organize information for, build, and trouble-shoot online registration/ticket purchase forms for all Federation events using GivingFuel or other designated platform.
- Set up, obtain editing/design input for, test, and send out marketing emails to a database of 16,000+ subscribers and subsets thereof using MailChimp or other designated email marketing platform, including four monthly department newsletters and a variety of standalone event emails. Maintain and update email marketing lists.
- Build or update pages on the organization's website using FedWeb or other designated platform.
- Review and approve requests from community organizations to promote their events on the website community calendar.
- Manage transitions from one digital system to another when conversions take place.
- Set up, maintain, and trouble-shoot Marketing project management system on Robohead or other designated platform. Serve as systems expert and train internal users.

- Conduct daily review and approval (with leadership support) of Marketing project requests submitted by client departments, and conduct follow-up for missing project information.
- Build and monitor Marketing projects, tasks, schedules, and reports in project management system. Obtain client approval of final project drafts.
- Research print vendors and negotiate prices for printing.
- Act as back-up for social media posting.
- Track print inventory, working with departments and vendors to reprint items as needed.
- Work with graphic designer and copywriter to obtain assets for digital marketing.
- Minor editing of photos and other graphics in Adobe Creative Suite (InDesign, Photoshop) for online use.

Qualifications

- Associate's Degree or higher in Marketing, Communications, Project Management, Business, or related field
- 3-5 years' experience working on a Marketing & Communications team that acts as an internal agency (or working with an external Marketing agency)
- 2-3 years' experience using marketing/creative and project management technology, including systems for website development/maintenance systems (WordPress, etc.), donation platforms (iDonate, GivingFuel), project management software (Robohead or others), email marketing software (MailChimp, Constant Contact, etc.), and Adobe Creative Suite (Photoshop, InDesign), plus the ability to learn new systems quickly, manage them, and teach others
- Excellent eye for design (no need to be a designer, but must be able to set up a clean, pleasing first layout of email and web pages)
- Experience using Facebook and Instagram for marketing/business purposes
- Proficiency with Microsoft products
- Excellent interpersonal communication skills with clients, vendors, community organizations
- Proofreading skills preferred
- Experience working with Jewish organizations preferred

Benefits

- This is a full-time position
- JFFS provides a comprehensive benefits package

To apply, please submit cover letter and resume to Marketing@JFFS.org.

Only qualified local applicants will be contacted. EOE. No phone calls please.

To learn more about our vibrant community, visit www.JewishOC.org.