Congregation Beth Elohim

Communications and Marketing Manager

Congregation Beth Elohim (CBE) is a vibrant, progressive Reform synagogue in Park Slope, Brooklyn. We are a welcoming and inclusive community, rooted in Jewish history and identity, and profoundly open to diversity in all its forms.

We are seeking a Communications and Marketing Manager who is innovative, creative, collaborative, highly organized, and hands-on. They will plan and administer all communication and marketing goals and policies across all CBE programs, and work closely with our Clergy, Program Directors, and our Engagement Team to develop and implement the day-to-day internal and external communications of the congregation.

The ideal candidate for this role is experienced and proficient in all aspects of internal and external communications and marketing; understands and appreciates the nuances of working in a synagogue or other multi-faceted community; is a team player; and has the drive and ability to implement change; wants to be part of an employee culture built on trust, mutual respect, and inclusion. They must be able to create and edit concise, engaging, accurate content, to schedule and prioritize communications based on organizational goals, and to move long-term projects forward while completing short-term projects on schedule.

This person will report to the Executive Director and the Director of Advancement, and will supervise the Communications and Marketing Coordinator.

Core Responsibilities:

- Manage weekly and dedicated programmatic CBE email communications
- Oversee short- and long-term communications calendar
- Oversee changes to the CBE Website using WordPress
- Create and update graphics
- Manage CBE social media accounts including Facebook, Instagram, and YouTube
- Oversee marketing and promotion of CBE's Early Childhood Center, CBE Kids Club, and CBE Kids Camps.
- Oversee and, when necessary, update brand guidelines across all CBE communications and marketing
- Work with individual departments on strategic improvements to their marketing and communications
- Manage external media relations, including press inquiries and public relations efforts, to maintain a positive public image
- Develop and maintain relationships with outside vendors in all elements of marketing and communications, including designers, photographers, advertising agencies, etc.

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- Manage public relations efforts as they arise, including press releases, emergency communications, and management of media sources
- Provide staff support as needed for Shabbat, for community-wide events, and holidays
- Maintain organized online files of CBE print materials, graphics, images, and videos using Dropbox and Google Drive

Qualifications, Skills, and Experience

- Bachelor's degree;
- 5 + years' in a marketing/communications role;
- Exceptional writing and editing skills;
- Proficiency in communicating with a wide range of constituencies across multiple platforms;
- Proficient in MailChimp, WordPress, MS Office and Google Suite, Adobe Creative Suite, Constant Contact, Slack, and Canva;
- Experience building social media strategies and integrated marketing campaigns;
- Experience producing internal and external marketing materials and communications including brochures, one-pagers, and newsletters;
- Ability to manage multiple projects at once, change gears at a moment's notice, and prioritize projects;
- Willingness to provide staff support during Shabbat services several times each month, during the High Holy Days, and for occasional weeknight or weekend holidays/events.
- Willingness to be on call for occasional urgent communications needs outside of regular working hours

Additional helpful experience

- Experience in a synagogue or non-profit setting
- 2+ years in a managerial role
- Familiarity with Jewish culture, religious traditions, the rhythms of the Jewish year, and synagogue life
- Experience with marketing family programming
- Video or photography skills
- Familiarity with ShulCloud or other CRM

Salary Range: $80,000 - $95,000 based upon demonstrable experience. Full benefit package. This is a full-time, 40 hour per week position. Administrative staff are expected to be on site during normal business hours (9 a.m. - 5 p.m.) Tuesday - Friday.

Please submit a cover letter and resume to resumes@cbebk.org. No phone calls please.

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More about CBE:
At CBE, we come together to learn, to pray, to celebrate the rhythm of Jewish time, and to support each other through the joys and sorrows of our lives. We run multiple school programs and camps, both Jewish and secular. We are a spiritual, cultural and intellectual center for Jewish revitalization, fostering community and extending our values of justice, education, and inspiration throughout the neighborhoods where we live and beyond.

Congregation Beth Elohim (CBE) is an equal opportunity employer. It is a violation of CBE's policies to discriminate against any applicant or employee on the basis of race, color, national origin, age, religion, age, gender, sex, pregnancy, marital status, family status, sexual preference, status with regard to public assistance, mental or physical impairment, sexual orientation, gender identity or expression, veteran status, age, or any other characteristic protected by law.