



## Jewish Community Centers of Greater Boston

333 Nahanton Street • Newton, MA 02459-3213 • 617-558-6500 • Fax 617-969-5115

[jccgb.org](http://jccgb.org)

### Director of Marketing Programs Job Description

**Job Title:** Director of Marketing Programs

**Department:** Strategic Marketing

**Reports to:** Vice President, Strategic Marketing

**Position Summary:** The Director of Marketing Programs is responsible for a range of services relating to the JCC's marketing activity, with focus on assuring that programs to engage various audiences are of the highest quality and delivered through means that meet the ongoing needs of our constituents, consistent with the business goals of the JCC. The role requires a flexible individual who is capable of interfacing with multiple strategic business unit (SBU) teams (e.g., camping, early learning, arts, etc.), as well as with consultants, media and others, with diplomacy and a clear-eyed vision that will help us to achieve the articulated goals. Position reports to the Vice President, Strategic Marketing.

**Essential Functions:** Responsibilities of the role may include, but are not limited to:

#### **SBU marketing support (75%)**

- Development of marketing plans to support assigned SBUs, working closely with AVPs and their teams
- Coordination with internal marketing teams (online, creative, etc.) to assure smooth and timely management of marketing programs specified in the plans
- Creation, execution, and management of programs specified in the plans
- Ongoing assessment (feedback loop) to assure continued high quality and utility of our efforts, and constituents' receptivity to our initiatives
- General consultative service to SBUs and others as required

#### **JCCGB marketing support (25%)**

- Support for the VP of Strategic Marketing in various strategic initiatives, including new service development and cross-organizational efforts
- Participation in discussion and planning of JCC-wide marketing programs, with some execution responsibilities possible
- Other duties as required by business needs

#### **Qualifications/Basic Job Requirements**

- Proven expertise (8 years+) in developing and executing on- and offline marketing programs that engage key constituencies with organizations' products and/or services
- Proven marketing communications and production experience (PR, collateral development, etc.) helpful
- Ability to work independently, balanced with skill in working with multiple constituencies simultaneously
- Project management skills
- Minimum BA/BS degree
- Excellent communication skills, written and oral
- Enthusiasm for and commitment to the JCC's mission
- Must be Boston-area based

Apply with cover letter and resume to [marketing@jccgb.org](mailto:marketing@jccgb.org)