



**Marketing and Communications Manager  
9 Month Maternity Leave with possible extension  
(February 2020 -October 2020)**

**Summary:**

JFS is looking for a multi-talented and versatile Marketing Manager (temporary/contract position) to join their team. This position will report to the Director of Development & Communications and will be responsible for ensuring the marketing and communications plan is managed and executed in a timely and efficient manner. This position oversees JFS program and event creative directly delivering on that work. The Manager will write and manage content for the website, social media and help the fundraising team develop the best in stewardship materials. They will also have a knack for calendar management, design, content management and be up on the latest trends in social media best practices. This exciting position is best suited to a creative go-getter who enjoys variety in their everyday.

**Jewish Family Services:**

Jewish Family Services has been enhancing the quality of life for individuals and families in the Lower Mainland for 82 years. The agency delivers a continuum of social service programs to the Jewish and broader community, throughout the Lower Mainland. The JFS office is located in the trendy neighbourhood of Mount Pleasant, Vancouver with convenient access to transit and ample street parking.

**Duties and Responsibilities:**

- Oversee the marketing plan for departmental campaigns, events and workshops
- Create and manage a year-round marketing and promotions calendar with special events, program workshops and fundraising campaigns
- Manage content plan and updates for website and social media
- Work closely with Development Team and program departments on marketing and promotional needs
- Manage department budget and tracking of expenses
- Support the Development team with the creation and execution of stewardship (newsletters, annual reports, Impact report) and fundraising campaigns materials
- Analyze data for results and for campaign efficiency
- Ensure creative marketing materials undergo regular review and adhere to brand guidelines
- Interview subject matter experts/stakeholders and write/edit postings, articles, stories
- Write and/or edit speeches for staff and Board
- Work directly with staff, media, vendors and external stakeholders as necessary
- Manage the marketing budget; manages coding invoices and arranging payments



- Direct contact for vendors, suppliers, contractors. Works with them on project timelines, quotes, etc.
- Supports CEO and Director of Development and Communications as required
- Occasional indirect staff management
- Other relevant duties as assigned

**Requirements and Qualifications:**

- Undergraduate degree or certificate in Marketing, Business, Communications or a related discipline; or equivalent training and experience
- Minimum three years professional experience in marketing. Non-profit work an asset
- Exceptional planning and organizational abilities
- Solid ability to adhere to and manage strict deadlines and competing priorities
- Excellent writing skills, verbal and written; strong attention to detail a must
- Great communicator, oral and written
- Strong problem-solver; analytical
- Business and financial acumen, an asset
- Ability to work well under pressure, flexible and can adapt easily and quickly; excellent judgment and discretion
- Can work independent or on a team
- Creative sensibilities; pragmatic
- Solid experience working on social media, MS Office, Adobe, web and design platforms ie. InDesign, Canva, WordPress etc.
- Good sense of marketing, advertising, fundraising/sales
- Understanding of fundraising for health, social services and familiarity with Jewish traditions and culture an asset

**Compensation:**

This is a temporary contract position 4 days a week (28 hours) from February 2020 -October 2020. As this position supports the entire organization, departmental and organization events/meetings/activities will occur outside of normal business hours, occasional evening and weekend work will be required. Salary is commensurate with experience.

**To Apply:**

If you are qualified and interested in this opportunity, please forward a cover letter and resume quoting "Marketing & Communications Manager" to Rachel Shanken, Director of Administration at [rshanken@jfsvancouver.ca](mailto:rshanken@jfsvancouver.ca) by February 10, 2020. Please note that only qualified candidates considered for an interview will be contacted.