



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

Summary:

JFS is looking for a creative and multi-talented Marketing Specialist. This position reports into the Director of Development and Communications and is responsible for ensuring all the marketing and communications priorities across the organization are met in a timely and efficient manner. This role will act as the lead for event creative and support, donor impact reports and our newsletters. They will write and manage content for the website, social media and ensure the fundraising team develop the best in campaign and stewardship materials This position will also be critical in helping deliver timely communication and materials that support lead generation and help grow brand awareness. If you like to take initiative, be on a collaborative team and want to make your mark we want to hear from you.

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:

- Update and manage year-round marketing and promotions calendar with special events, program workshops and fundraising campaigns
- Manage content and updates for website and social media
- Work closely with Development and program departments on marketing and promotional needs
- Support the Development team with the creation and execution of stewardship (newsletters, annual reports, Impact report) and fundraising campaigns materials
- Interview stakeholders, write and edit stories, articles, posts
- Analyze marketing activity data for results and for campaign efficiency
- Ensure creative marketing materials undergo regular review and adhere to brand guidelines
- Write and/or edit speeches for staff and Board
- Work directly with staff, media, vendors and external stakeholders as necessary
- Work with the Director on the marketing budget; code and arranges payment for invoices
- Works with vendors, contracts on project timelines, quotes etc.
- Supports CEO and Director of Development and Communications as required
- Other related and departmental duties as required



Requirements and Qualifications:

- Undergraduate degree or certificate in Fundraising, Marketing, Communications or a related discipline; or equivalent training and experience
- Two-three (2-3) years of experience in marketing, communications; experience in non-profit an asset
- Exceptional planning and organizational abilities
- Excellent writing skills, verbal and written
- Great communicator, oral and written
- Strong problem-solver; analytical
- Solid skills in time management, multi-tasking and project management
- Team player, but comfortable working independently
- Flexible, adaptable, creative sensibilities, pragmatic
- Understands donor centricity
- Strong experience using social media platform as well as good familiarity with InDesign, WordPress, MS Office, Hootsuite
- Understanding of fundraising for health, social services and familiarity with Jewish traditions and culture an asset

Compensation:

This is a temporary, contract full-time (35 hours per week, Monday to Friday) 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 Specialist" to Rachel Shanken, Director of Administration at rshanken@jfsvancover.ca by February 10, 2020. Please note that only qualified candidates considered for an interview will be contacted.