



SUBURBAN TEMPLE—KOL AMI

Come, let us walk in the light of the Eternal

Engagement and Marketing Associate

Who we are:

Suburban Temple – Kol Ami is an inclusive, welcoming Reform congregation located in Beachwood, Ohio which welcomes everyone along the path of their Jewish journey.

About the position

This full-time professional will execute the synagogue's marketing and communication plan and improve the congregation's profile and recognition in Jewish Cleveland. The associate will increase membership leads, create relationships and grow membership. Furthermore, they will improve member engagement by fostering relationships with current members.

The associate will report to the Executive Director and work closely with the Rabbi and the Director of Lifelong Learning. The successful candidate will be one of our "welcoming faces" and needs to be an engaging person with a comfortable communication style, and charm, wit, and grace to match.

All positions at STKA require individuals to multi-task, problem solve independently, have excellent communication and project management skills, and be extremely organized.

General Job Responsibilities

Support and Aggressively Grow Membership

- Generate new membership leads through direct mail campaigns, events, face-to-face interactions, and by enhancing existing networks.
- Actively promote ST-KA at community events, which will be determined on an ongoing basis with staff and the Membership Committee.

Build Brand Awareness

- Refine, articulate and manage ST-KA's brand position and key messages. Create, implement and evaluate integrated marketing plans in support of Open Doors (membership), Our Tent (Lifelong Learning), and special events or initiatives to broaden ST-KA's profile in the community.

Manage Internal & External Communications

- Direct the creation, design, content, production and distribution of print and online publications for internal and external audiences. This includes owned media (print collateral, weekly and monthly publications, email campaigns, etc.), paid media (advertising) and earned media (PR coverage).
- Manage the Temple's website, including posting updates regularly. Improve participation and engagement of ST-KA's social media, both within and outside of the ST-KA community.

Administrative & Support Tasks



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- Attend committee meetings as assigned. Meet with Chairs of appropriate committees regularly. Attend board meetings as needed.
- Manage the marketing budget, as allocated, using creativity to stretch limited resources.

Position Requirements

- Minimum associate degree in business, marketing or communications or related fields.
- 3-5 years of marketing experience preferably for a nonprofit or community organization.
- Understanding of Cleveland's Jewish community landscape.
- Experience managing projects, timelines and budgets.
- Proficiency with Microsoft Office Suite, Adobe Creative Suite, content management systems, social media, and database management.
- Familiarity with basic office equipment.
- Strong interpersonal skills.
- Access to reliable daily transportation.
- Ability to stand for 30 minutes at a time.
- Ability to lift or safely maneuver boxes/supplies of up to 30 lbs.
- Ability to navigate stairwells.

Core Competencies

- Must possess excellent organizational skills and the ability to prioritize.
- Excellent communication skills.
- Ability to take initiative.
- Attention to detail.
- Accuracy.
- Ability to multi-task.
- Strategic thinker and planner.

If interested, please submit resume with cover letter and three references to:

Brett Shankman
Executive Director
Suburban Temple – Kol Ami
22401 Chagrin Boulevard
Beachwood, OH 44122

Or email bshankman@suburbantemple.org

No calls, please.

May 2019