

Marketing Director

Temple Beth Emeth (TBE)

Ann Arbor, MI

Hours: 40 hours per week – flexible to in-person and work-from-home options; salary position

This role is vital to the success of the Temple as it is the driving force of information needed for engagement. Within this role, you will interact with members, staff, and other necessary stakeholders. Being able to manage differing personalities, work styles, and impromptu requests is a must.

Programmatic Responsibilities

- Supervise the standard operating procedure checklist for programming and marketing.
- Build and maintain community partnerships with other agencies.
- Maintain a yearly calendar and initiate the holiday planning timelines.
- Assist in creating and maintaining standard operating procedures for programs and events at TBE.
- Supervise future roles that are developed under the program and marketing umbrella.

Marketing and Communications

- Maintain TBE public calendar.
- Procure marketing details needed for events.
- Responsible for public program marketing. This includes but is not limited to flyers, timelines, and communications needed.
- Responsible for most TBE communications; will provide oversight on Thursday e-blasts and Sunday communications.
- Enhance and maintain the website.
- Create a standard operating procedure for marketing requests and implementation.
- Assist in creating a standard operating procedure for TBE communications.

User Interface

- Enhance the user's experience with TBE through improved forms, website navigation, payment submissions, and social media interaction.

- Work closely with affinity groups to meet their individual goals while also growing membership, programming, participation, and partnership.
- Interact with the ShulCloud database to improve the functionality of the database for both staff and members.
- Create dynamic relationships with stakeholders of TBE as needed to ensure the success of marketing and programmatic needs.

To apply, please email shall@templebethemeth.org.