



KAPLEN JCC on the Palisades

Kaplen JCC on the Palisades, Taub Campus, 411 E. Clinton Avenue, Tenafly, NJ 07670

www.jccotp.org

JOB TITLE: Marketing Manager

SUPERVISORS: Senior Director of Marketing & Communications and Director of Event Marketing and Branding

STATUS: Full Time, 40 hours in-person

If you are interested in being part of a warm and welcoming professional team focused on ensuring a place of belonging and delivering excellent opportunities to its members and the community, come join our team. The Kaplen JCC on the Palisades (Kaplen JCC) is seeking a professional who will help our team to connect with our community in creative ways.

KAPLEN JCC ON THE PALISADES

The Kaplen JCC is a welcoming home away from home for all who pass through its doors in Tenafly, NJ and for the wider community. We are a leading nonprofit, charitable organization deeply rooted in Jewish values and tradition and are a vibrant and welcoming home for the Jewish People. We are a place that welcomes all, cultivating the social, intellectual, physical, and spiritual well-being of the entire community. We are a strength-based organization and pride ourselves on our inclusive and welcoming workplace that celebrates the diversity of our employees. We stress a supportive environment in which people are treated with appreciation and respect and positioned to do their best work every day. Our vision is to be the center point of Jewish life in our community and to engage all generations in our mission and values. We serve 3,000+ membership units and over 750,000 people each year in our 200,000 square foot building and acres of outdoor grounds and facilities.

POSITION OVERVIEW

We are seeking a Marketing Manager who will operate as a part of the Marketing team to provide overall marketing and communications support to our organization. This position is responsible for brand management, strategy implementation, market research, and content creation.

RESPONSIBILITIES AND OPPORTUNITIES

- Develop a marketing and communications calendar for multiple programs and events.
- Create content for print and digital media campaigns, email, social media, and events.

- Develop and execute high-performing, multi-channel marketing campaigns to drive program registration and engagement.
- Work closely with other Marketing Managers for cross promotion within the organization.
- Conduct weekly marketing meetings with programmers, review market research results and gather feedback on marketing activities.
- Track and analyze key performance indicators across multiple marketing campaigns, collecting and analyzing data to understand customer preferences.
- Collaborate with programmers to maintain social channels, respond to comments, questions and reviews, and send dedicated emails.
- Coordinate event/program day-of deliverables.
- Assist at programs/events that occur on nights or weekends, as needed, including (but not limited to): Gift of Music, Sports Night of Champions, Rubin Run and Play Fore the Kids.
- Other Duties as needed.

QUALIFICATIONS & SPECIALIZED SKILLS

- Bachelor's Degree and 3-5 years marketing experience.
- High-level knowledge of Canva, InDesign, Cage, Microsoft & Apple apps, Google Drives, Photoshop and Dropbox.
- Demonstrated organizational skills and high attention to detail.
- Excellent customer service skills and ability to communicate professionally with internal and external audiences.
- Flexibility to work some scheduled evenings and weekends as necessary for agency events.
- Working Knowledge of Canva and Social Media Platforms, including content creation, publishing, and basic analytics.

SALARY RANGE: \$60,000-70,000 (commensurate with experience)

BENEFITS

Complimentary JCC family or Individual membership

employee discounts on all programs, services and events

Generous paid time off, paid floating federal holidays, paid Jewish holidays

Health and dental insurance

403b employer contribution

FSA/HSA options

Life insurance

long-term disability

This job description is not intended to be all-inclusive, and the Marketing Manager will also perform other reasonably related business duties as assigned by its supervisor or other management, as required. The Kaplen JCC reserves the right to revise or change job duties as needs arise. This job description does not constitute a written or implied contract of

employment. The Kaplen JCC is proud to be an equal opportunity employer. In keeping with our Jewish values, we are dedicated to a policy of nondiscrimination in employment on the basis of race, religion, color, sex, sexual orientation, gender identity or expression, national origin, age, marital status, citizenship, veteran's status, physical or mental disability that does not prohibit the performance of essential job functions (with or without reasonable accommodation) or any other basis protected by federal, or applicable, state or local law. We welcome everyone interested in our mission to join us. If you require accommodation, please contact us and we will make every effort to meet your needs.

Don't meet every single requirement? Studies have shown that women and people of color are less likely to apply for jobs unless they meet every single qualification. At the Kaplen JCC, we are dedicated to building a diverse, inclusive, and authentic workplace, so if you're excited about these roles but your past experience doesn't align perfectly with every qualification noted above, we encourage you to apply. You may be just the right candidate for this or other positions.

To apply: Please email a cover letter and resume to Shani Waismel-Stein at: recruiting@jccotp.org Please include in the email's subject line the position you are applying for.