

Vice President of Marketing and Communications

Friends of the Israel Defense Forces:

FIDF was established in 1981 by a group of Holocaust survivors to provide for the wellbeing of the men and women who serve in the Israel Defense Forces (IDF). The organization is committed to providing the men and women who serve in the Israel Defense Forces (IDF) as well as the families of fallen soldiers with love, support and care through educational, social, cultural and recreational programs and facilities in an effort to ease the burden they carry on behalf of the Israeli and the Jewish communities worldwide.

FIDF is a 501c3 not-for-profit corporation headquartered in New York City with approximately 20 regional offices in the United States.

Position Summary:

The Vice President of Marketing and Communication will join the senior management team, reporting to the CEO. As a key member of the organization, the VP of Marketing will have a strong input influencing the organization's vision, strategy and success. The VP will be responsible for the development and implementation of all digital and traditional marketing and communications strategies including donor outreach and engagement, advertising, public relations, brand management, digital marketing, social media and internal communications

Relying on strong organization and human- relationship skills, the new VP will collaborate with colleagues and key stakeholders across functions (e.g. chapters, fundraising, events, programs, education) to achieve objectives.

Qualifications:

- Bachelor's degree required
- Master's degree in Marketing required. (MBA preferred)

Experience:

- Senior marketing professional with 10+ years of marketing and communication experience.
- Experience in the non-for-profit sector preferred.
- Strong marketing and communications skills and experience developing marketing strategies and campaigns that delivers strong business results.
- Highly developed critical thinking/analysis skills with an ability to conceptualize and evaluate branding and marketing decisions to increase success and optimize when necessary to address areas of weakness.
- An ability to think strategically with willingness and ability to take on an array of tactical tasks as needed.
- Experience with best-in-practice digital and social marketing practices, including grassroots outreach, email engagement and management, SEO trends, inbound marketing, digital advertising.

- Familiarity with technology tools and systems required to support large-scale outreach and engagement digital campaigns.
- A proven ability to communicate effectively, both verbally and in writing to executives and a variety of audiences. An ability to give concise, compelling presentations to senior decision-makers.
- Adaptable and able to work in a changing environment.
- Ability to lead, develop and engage a team.
- Ability to work collaboratively with colleagues and staff to create support and reinforce a results- driven, team-orientated environment.
- Fluent in analytics tools (Google Analytics, Omniture), social media marketing applications, MS Office, ecommerce systems, graphics publishing tools and email production systems.

Responsibilities include:

- Define, develop and execute an annual marketing strategy and tactical plan, including event programs, online advertising, email, direct mail, portals.
- Create budget projections, milestones, timelines and ROI.
- Develop and oversee all external and internal communications materials including but not limited to newsletters and other print publications, videos, web, e-news and other online communications.
- Manage digital outreach and drive engagement and demand.
- Responsible for visual brand management, including artwork and graphics development for print and online channels.
- Responsible for devising the marketing program and messaging of special events such as the organization's annual Gala events.
- Manage all marketing and outreach aspects of new program launch, including collaboration with staff.
- Work closely with the CEO, executives and key stake holders to develop marketing communication strategies to support grassroots outreach and marketing plans.
- Recommend, initiate and lead marketing research and analytic initiatives to support brand and organization's objectives.
- Enforce brand standards across organization, ensuring consistency and adherence to the standards.
- Oversee the day-to-day activities of the marketing and communications function including staff development.
- Identify emerging trends, opportunities and challenges, and work with leadership to address, define and execute appropriate strategies to address opportunities and challenges

To apply please e-mail cover letter, resume and salary requirements to HR@fidf.org