

## Field Marketing Manager

The Field Marketing Manager will be a member of FIDF's Marketing and Events Department, reporting to the Director of Branding and Communications, and primarily responsible for overseeing the execution of marketing needs for FIDF's chapters across the country.

### Essential job duties will include:

- Implement FIDF's national marketing strategy in 26 chapters around the country, focused on building brand awareness, donor engagement, and donor retention.
- Serve as the primary point of contact for FIDF's chapters to coordinate and execute their marketing needs, including but not limited to, mass email communications, event invitations, flyers, ads, newsletters, and webpages. Write content and oversee the design and production process with the Field Marketing Designer, IT, and outside vendors as needed.
- Develop close working relationships with FIDF directors across the country.
- Design and implement marketing processes, including the use of a project management system, request form, creative briefs, and a standard workflow.
- Develop efficiencies and brand consistency across chapters through the use of templates, shared content, and standardized messaging.
- Collaborate with other members of the Branding and Communications Team, as well as the Events and Production Team, on local strategies for national campaigns, events, and PR.
- Serve as a power user of FIDF's mass email communication system, Luminare. Produce both National and local emails as needed and become familiar with FIDF's database segments.
- Track results and perform data analysis on communication campaigns (engagement, fundraising, and acquisition).
- Perform other duties as requested.

### Educational Requirements:

- Bachelor's degree in journalism, P.R, communications, or social sciences; advanced degree preferred; or an equivalent combination of education and experience may be considered in lieu of an advanced degree.

### Skills and/or Experience Required:

- True passion for FIDF's mission
- Familiarity with Israel and or the IDF is a plus
- 5 or more years of professional experience in non-profits, marketing, or communications
- Exemplary written and verbal communication skills
- Ability to manage multiple projects simultaneously
- Highly organized, detailed-oriented, and self-motivated
- Ability to work independently while also collaborating with a team
- Energetic, creative, highly collaborative, strong work ethic
- Highly pleasant demeanor and interpersonal skills
- Computer skills: Microsoft Office, Excel, Outlook. Knowledge of CRM systems and donor databases helpful but not required.
- Knowledge of Hebrew helpful.

*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) as well as the families of fallen soldiers. The Israeli Government is responsible for training the IDF and providing them with the necessary tools for their service. FIDF is committed to providing these soldiers with love, support, and care to ease the burden they carry on behalf of the Jewish community worldwide.*

*FIDF is a vibrant and dynamic organization that connects Jews and non-Jews to the State of Israel through the support of the Israeli Soldiers.*