

Marketing Manager, National Growth and Engagement

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 our support of its soldiers.

The **National Growth and Engagement Marketing Manager** is a key player on the Marketing and Events team and reports to the Director, Brand and Communications. This position is charged with leading the organization's national engagement and growth campaigns for donor retention and acquisition.

The National Growth and Engagement Marketing Manager will work together with our creative team and agencies to build powerful and authentic campaigns that establish our brand on multiple channels, inspiring action that will ultimately transform lives.

The ideal candidate will have unbridled creativity, bold and forward-thinking ideas, energy and enthusiasm, coupled with a commitment to FIDF's mission.

Education:

- Bachelor's degree in Marketing, Communications, or related field

Skills, Knowledge and Experience:

- A minimum of 7 years marketing and communications experience
- Excellent knowledge of digital marketing
- Experience developing marketing strategies and bringing it from concept to execution
- Extremely creative, innovative, and enjoys staying on the cusp of trends
- Superior writing and communication skills
- Strong organizational skills, attention to detail
- Proven project management skills, including ability to manage multiple concurrent projects with overlapping timelines
- Experience supervising junior staff
- Enjoys working collaboratively, but is also a go-getter who can work independently
- Display a passion for the FIDF mission

Essential Job Duties:

- Work hand-in-hand with the Director of Branding and Communications to conceptualize robust integrated campaigns that will help the organization achieve its strategic goals of fundraising, building brand awareness, donor acquisition, engagement, fundraising and retention.
- Create sophisticated and emotive campaigns across multiple channels, namely email, web, social media, and direct mail. Campaigns include but are not limited to holiday campaigns, missions, Young Leadership, synagogue engagement, emergency campaigns, Lone Soldier community outreach, FIDF-LIVE, annual giving campaigns.
- Responsible for mass market donor acquisition and building of the donor pyramid
- Continually evolve the organization's marketing strategy to keep the brand fresh; grow, learn, and experiment with new and innovative techniques
- Work with the Israel office and the Content and Production team to gather inspiring and informational content. Write and edit content into effective messaging.
- Manage relationships with outside designers and creative counterparts at agencies, communicating vision, brand standards, and providing clear direction; manage hours according to budgets
- Supervise and motivate junior staff as needed, as well as freelance or agency partners, designating workload, establishing and staying on top of production timelines, and meeting due dates
- Liaise with print and production vendors as needed; manage associated budgets
- Coordinate campaigns with social media team.
- Serve as a thought-partner on influencer marketing.
- Serve as the primary point person to coordinate the execution of campaigns with other FIDF departments, including IT and Database.
- Build and maintain campaign calendar.
- Keep leadership, departments, and chapters informed of upcoming campaigns.
- Analyze results of campaigns by segments; optimize strategy based on data
- Performs other duties as requested