

**JEWISH COMMUNITY FEDERATION JOB DESCRIPTION**

**TITLE:** Marketing and Outreach Manager, Diller Teen *Tikkun Olam* Awards  
**REPORTS TO:** Program Director, Diller Teen *Tikkun Olam* Awards

**POSITION SUMMARY:** The Marketing and Outreach Manager develops and manages marketing and outreach strategies, and builds relationships in service of promoting nominations, applications, and the work of the Diller Teen *Tikkun Olam* Awards program in general. The manager will leverage and support Awards alumni and collaborate on aspects of the day-to-day operations of the Awards program.

**PROGRAM INFORMATION:**

The Diller Teen *Tikkun Olam* Awards (TOA) annually recognizes and awards up to 15 exceptional Jewish teens from California and across the United States for outstanding volunteer *tikkun olam* leadership. Each recipient is awarded \$36,000 to further their *tikkun olam* project or to help support their education.

The program's annual cycle is comprised of several phases: promotion and processing nominations and applications, managing committees and committee evaluation process, planning annual Awards events, and year-round engagement of past recipients and key stakeholders.

The Diller Teen *Tikkun Olam* Awards is a program of the Helen Diller Family Foundation, a supporting foundation of the Jewish Community Federation of and Endowment Fund of San Francisco, the Peninsula, Marin and Sonoma Counties.

**KEY RESPONSIBILITIES:**

Marketing

- Oversee and maintain brand identity in all representations and increase brand recognition nationally.
- Implement a digital marketing strategy for sustaining and increasing the number, quality, and diversity of Award nominees/applicants.
- Develop and manage, with the Director, the marketing/outreach budget.
- Develop marketing materials, ads, mailings, and publications in coordination with designers.
- Manage contracts with digital marketing and media placement agencies for advertising opportunities.
- Publicly represent the Awards team at meetings and conferences (occasional travel required).

Outreach for Nominations & Applications

- Develop long and short-term strategies to meet annual nomination/application/brand goals.
- Develop and cultivate relationships with institutions, groups, Jewish professionals, Jewish culture clubs, educators, teen organizations, b'nai mitzvah programs, etc., through person-to-person networking, in-person meetings, phone-calls, online research, etc.
- Plan and manage promotional opportunities through events, fairs, and other appropriate community recruitment events/conferences (occasional travel required).
- Initiate and create outreach opportunities in partnership with past recipients.
- Recruit and manage team of temporary assistants to support annual outreach.

Communications

- Manage strategy and increase social media presence.
- Leverage social media to generate awareness and engage prospective applicants and nominators.
- Compose and produce e-newsletters and blog content, recruiting and managing guest bloggers.

**Alumni Engagement:**

- Manage and implement plans to activate past Award recipients as ambassadors to do peer-to-peer marketing and outreach, including recruitment and training of ambassadors.
- Work to maximize recipients' award status as a high-level achievement and create new methods to support recognition.

**Management:**

- Provide a monthly report on outreach, communications, marketing, and nominations/applications, identify trends, patterns, and areas of opportunity.
- Manage vendors, contracts, and consultants.
- Supervise summer intern(s) and/or temporary assistants (on an as needed basis).

**Other:**

- Collaborate on annual Awards events programing and event management.
- Perform due diligence investigation/vetting of a subset of award applicants to help clarify veracity and details of their projects.

**QUALIFICATIONS**

- 5+ years of experience in marketing / outreach / admissions.
- Excellent interpersonal and communication skills; enjoy engagement and cultivating relationships, particularly in the Jewish community.
- Project management experience with abilities to collaborate and work independently with flexibility.
- Strong organizational abilities including meeting deadlines, multi-tasking, and prioritization.
- Creativity when pursuing projects, problem solving, and engaging in new initiatives.
- Ability to take direction/feedback, in a friendly, supportive environment.
- Professional demeanor, interpersonal skills, and high degree of integrity.
- Strong computer skills including MS Office Suite; WordPress, Medium, and social media platforms.
- Ability to travel occasionally as needed.
- Working knowledge of the Jewish community, Jewish communal organizations, teen programs and Jewish traditions strongly preferred.

**APPLICATIONS:**

We are currently accepting applications for this position. If interested in applying, please send a brief cover letter explaining your interest in the position and resume to [dillerroles@sfjcf.org](mailto:dillerroles@sfjcf.org).