



**EXECUTIVE SEARCH CONSULTANTS**  
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## PERFORMANCE PROFILE

**DIRECTOR OF MARKETING AND COMMUNICATIONS  
JEWISH FEDERATION OF CLEVELAND, CLEVELAND, OH**



### ORGANIZATION

Tracing a rich history to its founding in 1903, the Jewish Federation of Cleveland (The Federation) has worked for more than 100 years to raise funds and develop programs to improve the quality of life for Jews in Cleveland and around the world. Serving a robust and active community of more than 81,000 Jews in Northeast OH, The Federation is central to Jewish life, learning, community and philanthropy. The Federation confronts the region's challenges with a strong network of local Jewish institutions and a record of remarkable leadership, generosity, and activism that has made the Cleveland Jewish community a model for world Jewry.

The Jewish Federation of Cleveland *seeks to:*

- *promote the well-being of our community, its members, and Jews throughout the world;*
- *enhance the continuity, security, and unity of the Jewish community;*
- *increase understanding of Jewish values and their application to improve people's lives;*
- *encourage our members to fulfill the responsibility of tikkun olam, to make the world a better place;*
- *support Israel as a Jewish and democratic state;*
- *and promote collective action by individuals and organizations to advance these purposes.*

The Federation is a large, dynamic, collaborative and fast-paced organization with 100 employees, a strong and visible board of trustees, low employee turnover, and an annual campaign (the 2011 Campaign for Jewish Needs) that recently surpassed its goal and raised \$27.8M. With the donor designated/affiliated funds and the annual campaign The Federation is the largest grantmaker in the State of Ohio, granting over \$120 million annually. The organization recently completed a successful capital campaign and moved into the Mandel Building, a newly renovated green building on the East side of Cleveland. The Cleveland Federation has over 100 years of demonstrated excellence, and is viewed as a leader in the field. At the same time, due to growth and expansion, a real need exists in the marketing function to help internal and external constituents better understand the depth and breadth of The Federation's operations and impact. It is for this reason that The Federation is seeking to hire an experienced Director of Marketing and Communication.

More information on the Jewish Federation of Cleveland can be found by visiting [www.jewishcleveland.org/](http://www.jewishcleveland.org/)

### POSITION OVERVIEW

The Director of Marketing and Communications (Director) is the organization's key individual responsible for achieving The Federation's marketing and communication goals. The Director manages and leads a staff of 8 employees that oversee graphic design, production, social media, event support, public relations, marketing and advertising.

*The Jewish Federation of Cleveland has retained Dewey & Kaye to assist in this recruitment. All resumes and questions should be sent to [resumes@deweykaye.com](mailto:resumes@deweykaye.com).*

Under the general direction of the Senior Vice President, the Director of Marketing and Communications develops and implements creative strategies for outreach to support financial resource development, and community partnership and planning, while strengthening the Federation's visibility and image in pursuit of our mission. This position will lead our efforts to enhance our donor acquisition and retention strategies, to grow the effectiveness of our online marketing, and to work with our partners on co-marketing efforts. The director will work with senior management and department heads to create and promote a consistent brand identity throughout the Federation. The Director of Marketing and Communications will be our brand champion and work collaboratively amongst their peers to maximize the value of The Federation's brand. This position will supervise and expand the public relations efforts and opportunities, and help to integrate the use of new media into the marketing mix.

This position is responsible for determining and implementing strategy in partnership with the senior management team, department heads and the lay leadership. The Director also:

- Sets the Federation's marketing strategy and mix, including the balance between print, web, email and new media. Works to communicate this strategy within the team and throughout the organization. Works closely with the Marketing Chair and Marketing Committee of the Board in formulating and implementing the marketing strategy.
- Provides strategic guidance for targeted marketing and donor/constituency communications. Coordinates efforts to understand our market's needs and devise and implement appropriate marketing strategies including the use of technology and new media.
- As a member of the management team, participates in developing strategy of the organization and plays a key role in the management, board communication, and the implementation of the Federation's strategic plan.
- Owns and manages the Federation's brand and all of its manifestations, including messaging, voice, and tone. Works to build the image of the Federation in the Jewish and general communities.
- Manages the communications, mass campaign, direct marketing, web and online marketing, events, and community building departments and areas. Identify various target audiences and create persuasive messages and strategies to develop relationships with constituent audiences.
- Serves as Chief PR Officer of the Federation, positioning the Federation in the media and managing agency relations. Handle queries from all media, including local, national and community organizations.
- Develops and assists other Federation departments with speeches, remarks, publications and assure each is in alignment with the Federation mission. Determines graphic needs of in house clients.
- Guides art direction in concept, layout, design and production. Oversees all printed communications (in-house or outsourced). Supervises direct mail efforts, audiovisual production, speechwriting, and advertising.
- Serves as a consultant to other agencies and organizations within the Jewish community to help define messages, create materials, and consult on production and public relations needs.
- Provides overall management and supervision to the Marketing department staff which includes eight staff members including the Assistant Department Head, Social Media and Marketing Associate/s, Graphic Designers, Print shop/mail staff and the department's Administrative Assistant. Develops, manages, and grows the skills of the staff in these roles.
- Additional responsibilities include, but are not limited to, serving as liaison with local and national affiliates, coordinating the Federation's Annual Meeting, overseeing fiscal operations of department and other functions as determined by supervisor and senior management.

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## **KNOWLEDGE, SKILLS AND ABILITIES**

The ideal candidate for this role has a blend of the following:

- A minimum of seven years experience successfully managing marketing, public relations and/or communications function/s and supervising marketing and communication professionals.
- Bachelor's Degree in communications, public relations or related field; Masters Degree preferred.
- Prior successful experience developing, implementing and managing to a development plan.
- Demonstrated superior level of oral and written communication skills and experience, especially in marketing and marketing communications; supervisory, project management and organizational skills; and computer knowledge, especially in a Microsoft Windows environment. Articulate, with proven ability to communicate well both verbally and in writing; strong graphic design sense.
- Strong commitment to the mission of the Federation and our supporting agencies. Demonstrated knowledge of and commitment to the Jewish community with a working knowledge of Jewish history and traditions.
- Knowledge of and experience with all aspects of marketing, communications, online marketing, new media, and public relations.
- Prior advertising, public relations or marketing agency experience, and demonstrated success managing multiple campaigns or projects at once a plus.
- Strong, demonstrated cross functional management experience.
- Motivation, listening, and leadership skills; good under pressure and in crisis management.
- Ability to think creatively, strategically, and tactically and to work collaboratively. Demonstrated ability to manage strategic vision and tactical implementation.
- Capacity to work with a wide variety of internal and external clients in an environment with multiple competing demands. Understanding of communal processes and ability to work in a complex environment required.
- Solid skills in market research, data analysis, and measurement.
- The ability to manage up, and work with senior professionals whose responsibilities aren't marketing, but have a marketing or public relations need.
- Demonstrated experience reaching an audience of young people, particularly young Jews.
- Impeccable personal and professional integrity, with an ability to inspire confidence and cooperation.
- Experience with Jewish communal work, fundraising and development, social entrepreneurship, and non-profits a plus, but not required.

## **COMPENSATION**

This position has an attractive and competitive salary and an excellent benefits package that includes a generous vacation and Jewish holiday program, and an employer-sponsored 403b retirement savings program.

## **TO APPLY**

Individuals wishing to speak confidentially about this opportunity may contact Todd Owens, Principal, Dewey & Kaye at 412.434.1335. Qualified individuals may apply confidentially by submitting resume, cover letter and compensation requirements as MS Word attachments to: [resumes@deweykaye.com](mailto:resumes@deweykaye.com). Please reference the following in the subject line of your email: **Jewish Federation of Cleveland, Director of Marketing and Communications (#200-MH687)**.

*If you do not receive an email confirmation of your submission within 3 business days, please contact Dawn Kopp at [dkopp@deweykaye.com](mailto:dkopp@deweykaye.com) or 412-434-1335.*

*The Jewish Federation of Cleveland is an equal opportunity employer.*

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