



U.S. ISRAEL EDUCATION ASSOCIATION

DIRECTOR OF MARKETING & COMMUNICATIONS

Reporting Relationship

The Director of Marketing & Communications reports directly to the Chief of Staff, under the governing leadership of the Founder and Board of Directors.

Overview

The Director will work collaboratively with senior leadership to develop USIEA's overall brand and communications strategy. The Director will lead the implementation of these strategies to broaden the impact of USIEA's programs and oversee consistent organizational messaging, branding, and constituent services.

Responsibilities

- Collaborate with the Chief of Staff and other senior leadership to develop communications strategies that will broaden programmatic reach and deepen impact of USIEA
- Develop and refine USIEA's core messaging to ensure organizational consistency across all platforms
- Oversee all primary communications platforms including: press, website, social media, video, print material, and digital marketing

- Serve as the primary copywriter and executive editor for USIEA
- Possess a strong sense of order, structure, organization, and systemization
- Oversee high level communications data and analytics to ensure strategies are having the maximum desired effect with constituencies
- Assist the USIEA Fundraising Department to create and implement funding strategies
- Assist the USIEA Tours & Events Department to oversee the creation and cohesion of all tours and events materials
- Assist the Public Relations Team with editing press releases, coordinating media outreach, and communicating media coverage
- Work closely with USIEA's policy experts to ensure USIEA's programmatic activities are being accurately portrayed to donors and key stakeholders in a timely manner
- Monitor the news cycle to ensure timely and relevant updates are provided to the USIEA database
- Lead a dynamic team of digital marketing, design, and press experts
- Oversee the marketing and communications budget

Qualifications

- A competitive degree in Marketing or Communications
- Prior experience with government or foreign policy is highly preferred, but not required
- At least 5 years of full-time working communications experience

- Must have excellent written and verbal communication skills; the ability to quickly understand and communicate policy initiatives
- Strong copywriting skills is required and writing samples will be required in the interview process
- A strong track record of positioning an organization to achieve tangible outcomes in a competitive communications environment
- Understanding of and experience with sales, marketing, and/or fundraising
- Ability to coach and support USIEA leadership as spokespersons with media, government leaders, and donors
- Strong leadership abilities to oversee and manage Communications Department of 2-3 employees/contract workers