JOB DESCRIPTION

Marketing Manager

Department: Marketing  Reports to: Director of Marketing
FLSA Status: Non-exempt  Work Status: Full time

About the Organization

Through the development of community-wide financial support, planning and allocations, the mission of the Milwaukee Jewish Federation is to ensure the continuity of the Jewish people, to enhance the quality of Jewish life and to build a strong unified Jewish community in Milwaukee, in Israel and throughout the world. In fulfilling its mission, the Federation is committed to the principles of Klal Yisrael (the collective unity of the Jewish people), Tzedakah (the obligation to care for one another) and Tikkun Olam (improving the society in which we live). Learn more about the Milwaukee Jewish Federation.

Summary/Objective

The marketing manager is the hub of activity in a fast-paced, cross-functional marketing department. A creative, organized and strategic thinker, this individual is responsible for managing projects from planning to execution to completion. Work must be of high quality, delivered on time and on budget, and meet business objectives. The marketing manager has many projects occurring at the same time and works with a variety of constituents including internal clients, marketing staff, freelancers and vendors. This is a highly tactical position performing a wide range of duties to ensure marketing needs are successfully met throughout the organization.

Essential Functions

- Plan
  - Organize, motivate and regulate marketing resources to maximize quality and efficiency of the department's output.
  - Create complete tactical marketing plans for a variety of projects from fundraising campaigns to donor appreciation events to cultural programs.
  - Collaborate with staff to create comprehensive print and digital production schedules.

- Manage/Execute
  - Manage and coordinate people (marketing staff, internal clients, vendors) and resources to achieve the goals of each project.
  - Provide continuous feedback to marketing staff and internal clients to ensure a smooth workflow, to manage expectations and to troubleshoot any issues.
  - Collaborate with team members, internal clients and vendors to keep marketing projects on brand, on budget and on time.
Manage and execute the tactical marketing functions for around ten internal departments, from our Annual Campaign to our Holocaust Education Resource Center to our Israel Center to our Wisconsin Jewish Chronicle. Tactics for print and digital include, but not limited to, invitations, flyers, brochures, posters, ads, booklets, newsletters, newspapers, guides, promotional products, social media, email, website and any other related content that supports marketing functions.

- Secure appropriate approvals throughout the process.
- Ongoing evaluation of systems and processes and refine as needed to improve quality and workflow.

**Additional Functions**

This is not necessarily an exhaustive list of all responsibilities, skills, duties, requirements, and efforts associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change (i.e., changes in personnel, workload, or technological developments).

**Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Required Education/Experience**

- Bachelor's degree in marketing, communications or a related field.
- Minimum of seven years of work experience in a marketing environment.
- Minimum of three years of supervisory experience.
- Extremely detail-oriented, organized and effective time manager.
- Demonstrated ability at managing, prioritizing and completing projects under strict deadlines in a fast-paced environment.
- Well-developed ability to communicate and collaborate cross-functionally.
- Must have a positive attitude that inspires confidence and action, and the ability to keep calm under pressure.
- Strong understanding of graphic design and print publishing.
- Strong understanding of digital publishing.
- Strong writing and proofreading skills.
- Demonstrated knowledge and proficiency with communications technologies.
- Excellent oral communication skills.
- Exceptional customer service.
- Valid driver’s license, reliable transportation, acceptable driving record.

**Required Technology Skills**

- Highly proficient with project management tools (such as Basecamp).
- Proficient in Office 365 (Outlook, Word, Excel, PowerPoint, SharePoint, Teams).
- Working knowledge of content management systems (such as WordPress).
- Working knowledge of Adobe Creative Cloud (InDesign, Photoshop).
- Working knowledge on strategic use of Facebook and Instagram.
- Working knowledge of short video creation.
- Working knowledge of email marketing tools (such as Constant Contact).
Capabilities using a digital SLR or smartphone camera/video.

**Supervisory Responsibility**

The Marketing Manager supervises two full-time positions within the Marketing Department:

- Graphic Designer
- Event Planner

**Work Environment**

This job operates in a professional office environment with pleasant working conditions, good lighting, ventilation, reasonable quietness, and reasonably regular work hours. This role frequently uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

**Physical Demands**

This is largely a sedentary role; however occasional filing is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary. On rare occasions it may be necessary to lift and/or move up to 15-20 pounds, usually waist high. There will be frequent computer usage which will require arm and hand dexterity as well as all vision abilities to be successful.