

Director, Marketing & Communications



Jewish Community Federation of Richmond
Richmond, Virginia Full-Time | Exempt

Tell the Story. Inspire Philanthropy. Strengthen Community.

The Jewish Community Federation of Richmond seeks a strategic, creative, and highly organized marketing and communications leader to help shape how our community understands, supports, and participates in Federation's work.

This leadership role offers the opportunity to set communications strategy, elevate Federation's visibility, strengthen donor and community engagement, and tell powerful stories of Jewish life and impact across Greater Richmond, Israel, and around the world.

Reporting directly to the CEO, the Director, Marketing & Communications will lead the communications function, supervise a small marketing team, manage creative partners, and serve as a trusted advisor on messaging, visibility, and reputation.

This is an ideal opportunity for a skilled communicator who thrives at the intersection of strategy and execution and wants to use marketing, storytelling, and brand leadership to advance a mission with local and global reach.

Why This Role Matters

Marketing and communications are central to how Federation builds trust, inspires generosity, responds to community needs, and connects people to Jewish life. The Director will help ensure that Federation's story is clear, compelling, and consistently visible to donors, partners, volunteers, agencies, and the broader Richmond community.

Position Summary

The Director, Marketing & Communications is responsible for leading Federation's integrated marketing and communications efforts across digital, print, social media, email, events, public relations, and donor communications platforms.

Working in close partnership with the CEO, development and engagement professionals, Community Relations staff, and program leaders, the Director will translate organizational

priorities into clear communications strategies that strengthen community engagement, advance fundraising goals, and enhance Federation's visibility and reputation.

The successful candidate will supervise a part-time Marketing & Social Media Coordinator and a Special Projects Marketing professional while identifying and managing external creative and production partners.

Key Responsibilities

Marketing & Communications Leadership

Lead the day-to-day management of Federation's communications and marketing efforts, ensuring that priorities, messages, deadlines, and audiences are aligned across the organization.

Develop, implement, and evaluate annual communications and marketing plans aligned with organizational priorities, fundraising goals, and community engagement objectives.

Strengthen consistent messaging, branding, and visual identity across all platforms, campaigns, programs, and public-facing materials.

Content Creation & Storytelling

Serve as the organization's lead storyteller by identifying, shaping, and sharing stories that communicate Federation's impact, inspire philanthropy, and strengthen community connection.

Develop, edit, and guide high-quality content across core communications channels, including:

Email and donor communications

Annual Campaign materials and appeals

- Impact reports

Website and social media content

- Event marketing materials

Translate complex community initiatives, funding priorities, and program outcomes into compelling stories that inspire engagement and philanthropy.

Digital Marketing & Audience Engagement

- Manage and oversee Federation's website.
- Develop and implement email marketing strategies.

Lead social media strategy, content planning, publishing coordination, and performance review across priority platforms.

- Utilize audience segmentation and best practices to improve engagement.

Use digital analytics, audience insights, and campaign performance data to recommend improvements in reach, engagement, conversion, and donor communications.

- Explore new digital marketing opportunities and emerging platforms.

Team Leadership & Vendor Management

Supervise, mentor, and support the part-time Marketing & Social Media Coordinator and Special Projects Marketing professional.

Establish clear priorities, workflows, project timelines, and quality standards for internal and external communications projects.

Manage relationships with graphic designers, photographers, videographers, printers, website vendors, and other contractors to deliver high-quality creative work on time and on budget.

Qualifications

Required

Bachelor's degree in Marketing, Communications, Journalism, Public Relations, English, or a related field, or equivalent professional experience.

Minimum of 5 years of progressively responsible experience in marketing, communications, public relations, nonprofit engagement, fundraising communications, or a related field.

Exceptional writing, editing, storytelling, and message-development abilities for diverse audiences.

Strong digital marketing, social media, email marketing, website, and content strategy experience.

- Experience managing multiple projects and deadlines simultaneously.
- Excellent organizational and project management skills.
- Demonstrated ability to collaborate across teams and stakeholders.

Preferred

- Experience in a nonprofit, fundraising, educational, healthcare, or mission-driven organization.

Knowledge of Jewish communal life, traditions, and contemporary issues, or a demonstrated ability to learn and communicate about mission-driven community priorities with accuracy and sensitivity.

- Experience supporting fundraising and donor engagement initiatives.
 - Familiarity with CRM systems, email automation platforms, and marketing analytics.
 - Experience supervising staff, interns, or contractors.
 - Experience using audience insights, analytics, and campaign data to improve communications strategy and results.
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Desired Competencies

Federation values diverse perspectives and encourages candidates whose experience, skills, and commitment to mission align with this role to apply, even if they do not meet every preferred qualification.

The ideal candidate will be:

- An exceptional writer and storyteller
 - Strategic yet highly execution-oriented
 - A strong project manager
 - Creative and innovative
 - Collaborative and relationship-focused
 - Detail-oriented and organized
 - Self-motivated and resourceful
 - Passionate about strengthening Jewish community and philanthropy
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Compensation & Benefits

Compensation will be commensurate with experience and qualifications.

The Jewish Community Federation of Richmond offers a competitive benefits package, professional development opportunities, meaningful access to organizational leadership, and the opportunity to shape communications that strengthen Jewish life locally, in Israel, and around the world.

About the Jewish Community Federation of Richmond

The Jewish Community Federation of Richmond serves as the central philanthropic, planning, convening, and community-building organization for Jewish Richmond.

Through fundraising, community planning, engagement, support services, leadership development, advocacy, and global partnerships, Federation strengthens Jewish life locally, in Israel, and throughout the world.

Federation brings people together, addresses emerging needs, invests in community priorities, and helps ensure a vibrant Jewish future for generations to come.

To Apply

Candidates should submit a resume and a cover letter that describes their communications leadership experience, storytelling strengths, and interest in Federation's mission to careers@Jewishrichmond.org.
