

## Marketing Associate

**Mission:** Since 1911, the JCC has served as a welcoming hub for the community, dedicated to enhancing Jewish life for all ages through engaging social, cultural, recreational programs and services.

**Position Summary:** Provide creative direction and support in the areas of marketing, publicity, branding, retention, and miscellaneous design project management. Includes competitive salary, full benefits package, hybrid work option, and flex work hours. All interested candidates that are looking for impactful work with an organization that values work life balance should forward a resume and cover letter to [jccpmb.org](http://jccpmb.org).

### Primary Responsibilities:

**Art Direction** - Responsible for art direction and graphic design of all JCC publications, print and electronic materials. Develops continental strategies to build brand identity across all agency programs. Works closely building brand identity with social media advertising companies.

**Graphic Design** - Designs, creates, and lays out graphics for all JCC projects and programs. Conceptualizes and illustrates designs and artwork to incorporate with the graphics. Including but not limited to advertisements, logos, flyers, visual communications, color schemes, and any other general aesthetic decisions for the organization all while using branding guidelines.

**Marketing** - Creates and implements a year-round digital marketing strategy including managing our web presence, social media channels in the digital canvas. Oversee the design and execution of multi-channel marketing strategy and campaigns, set and achieve strategic marketing goals related to research, campaign development and execution, paid advertising, social media metrics, email and marketing automation, etc. Develop metrics and achieve key marketing and engagement goals, as well as provide oversight for market research, including using data-driven approaches to refine the organization's marketing strategies with the intention of increasing target audiences.

**Communications & Media Relations** - Develops relationships with all necessary local media outlets and other partners for social media and print. Support the organizations overall revenue development strategy and implementation by partnering with senior leaders, board members, and marketing and communications staff to grow the JCC s reach and impact

**Team Member** - Serve as a team player with positive attitude and sense of humor with the ability to work collaboratively and showing excellence in execution of their own portfolio.

*The JCC Princeton Mercer Bucks & Abrams Camps employment opportunity is regardless of race, creed, color, national origin, nationality, age, gender, affectional or sexual orientation, marital/civil union status, religion or disability. We encourage everyone to apply for positions.*