



## Director of Marketing and Communications (MarCom)

Hazon is leading a movement to deeply weave sustainability into the fabric of Jewish life. Through our two retreat centers (Isabella Freedman Jewish Retreat Center and Pearlstone Retreat Center), national and regional programming, and thought leadership, we connect people to the earth, to each other, and to Jewish tradition, in order to build thriving Jewish communities and a more sustainable future for all. Our work catalyzes culture change and systemic change across the Jewish world and beyond.

In the summer of 2021, Hazon announced intent to merge with the Pearlstone Center (anticipated legal merger closing date is Sept 1, 2022). Since then, the organization has developed a strategic framework that reorganizes the new entity's core activities into four divisions: Retreats, Education, Climate Action and Resources.

The Director of Marketing and Communications (MarCom) is a full-time role with full location flexibility. We have offices in NYC, Baltimore, Falls Village (CT) and Detroit. This individual will be supervised by and work closely with Hazon's Chief Strategy Advisor.

### **Key Responsibilities**

The Director of Marketing and Communications will lead the MarCom team in the following areas:

### **Leadership & Management**

- **Staff Supervision and Development:** Leading a team of two full-time and one part-time staff member (currently, with opportunity for team growth). Creating a culture of creativity, effectiveness, collaboration, transparency and support.
- **Strategy:** Leading the development of a multi-faceted strategic marketing and communications plan, that includes timelines, deliverables and metrics for success. The plan will be oriented towards multiple stakeholders including staff, potential and current program participants and retreat site users, current funders and potential funders, lay leaders, and Jewish leaders.
- **Branding:** Leading organizational branding efforts, including the integration of the two current websites (Hazon.org and Pearlstone.org) into a new Hazon digital home. Note\* This effort began in June with an outside consulting firm and will continue through 2022.

- **Communication Effectiveness:** Developing and implementing strategies for evaluating marketing and communication effectiveness.
- **Leadership:** Working closely with Hazon’s Chief Strategy Advisor and other members of the senior leadership team to translate organizational vision/voice into reality.

### **Branding & Visual Identity**

- Implement the new Hazon brand. Overseeing the onboarding, training, and management of all staff members to use the brand appropriately and consistently. Oversee the development of templates for electronic and print publications, in multiple platforms.
- Oversee the design, creation and implementation of all print and digital media for use in marketing, recruitment, outreach, and other communication functions based on content and specifications provided by the Retreat, Education, Action divisions, as well as the Fundraising and Administrative team.
- Oversee the development of an effective & user-friendly photo/video library for use in all Hazon’s electronic and print communications. Ensuring that organizational events are appropriately captured by photography and video.

### **Communications Oversight**

- Oversee the editorial calendar across channels (email, social media, website, paid advertising, PR).
- Oversee audience segmentation strategy.
- Develop marketing strategies to acquire, engage, and retain program participants, funders and other stakeholders.
- Develop regular channels of communication for email that tie back to web, social, etc. and track & improve open rates and clicks.

### **Website Management**

- Oversee the management of Hazon website including all content and design.
- Responsible for the user experience through a multiple stakeholder lens, continuing to keep the design and content of the site fresh and engaging.
- Ensure regular maintenance of the website.
- Develop tools to consistently evaluate the effectiveness of the website.

### **Qualifications**

Hazon’s Director of MarCom will be a leader and strategic thinker, and responsible for shaping and driving Hazon’s communications, marketing and brand building strategy in ways that reflect its mission and vision, and tells the evolving story of Hazon’s work and impact. Specifically, this individual will have:

- A minimum of 8 years of marketing experience, with 3+ years of marketing leadership experience including: developing and implementing marketing and communications strategies, leading teams and working across organizational departments.
- Worked closely with and deeply understands the work of professionals with expertise in digital/print media, graphic design, media relations, and social media engagement.
- Demonstrated success as a relationship builder, talented writer, strong listener and storyteller.
- A deep personal alignment with Hazon’s mission of building a movement to deeply weave sustainability into the fabric of Jewish life.
- The ability and desire both to be a strategic thinker and participate in the day-to-day work of implementing a strategic marketing plan.
- Ideally, this individual will also have a deep understanding of the Jewish and/or environmental organizational landscape.
- Will have experience with many of the following platforms: WordPress, Salsa, social media, Hootsuite, Adobe Creative Cloud (InDesign, PhotoShop, Illustrator).

### **Salary and Benefits**

The salary range for this role is **\$85 - \$100k**. This range is commensurate with experience and based on the needs of the organization to find the right fit for this role. It is important for us to find the ideal candidate and will pay that person accordingly. We offer health insurance (medical, dental, and vision), a flexible spending account (pre-tax dollars towards dependent care, transit, and medical out of pocket expenses), 403(b) account, and generous time off for Federal holidays and Jewish holidays.

### **To Apply**

The first step in applying for this position is to send a resume and cover letter to [jobs@hazon.org](mailto:jobs@hazon.org) with “Director of Marketing and Communications” in the subject line.

**Application deadline is Monday, July 25 at 11:59 PM EST.**

### **Please Note**

Frequently cited statistics show that women and underrepresented groups apply to jobs only if they meet 100% of the criteria. Hazon encourages you to break that statistic and apply.

Hazon is strongly committed to equal employment opportunities for all individuals. Hazon will make all employment decisions for staff and applicants without unlawful discrimination as to race, creed, color, national origin, gender identity and expression, age, disability, marital status, sexual orientation, alienage, citizenship or any other basis protected by law. This policy applies to all terms and conditions of employment including but not limited to recruiting, hiring, compensation, training and development, benefits, promotion, demotion transfer, discipline or termination. All Hazon staff, regardless of position, are expected to maintain and live up to the true meaning of nondiscrimination.

## Timeline and Specifics for Hiring Process

<b>July 28</b>	Deadline to submit resume, cover letter, and video responses. Please note that we will send you a link to the video questions upon review of your resume and cover letter. The deadline for the resume and cover letter is <b>July 25</b> . The video responses must be received by <b>July 28</b> . After this date, the Selection Committee will select a small number of candidates to advance to a virtual interview. Candidates can expect an update on the status of their application by <b>August 1</b> .
<b>August 8</b> <b>Virtual Interviews</b> (9:00am-3:30pm ET)	<ul style="list-style-type: none"><li>• Virtual interviews will <b>likely</b> take place on August 8th. We recognize this date may not work for all candidates. Please let us know ASAP if this date does not work for you.</li><li>• A few days after the interviews, the Selection Committee will select 1-2 finalists.</li></ul>
<b>August 8 through August 12</b>	Both the Selection Committee and the top finalist(s) will engage in “mutual due diligence.” <ul style="list-style-type: none"><li>• Hazon checks references for each finalist.</li><li>• Candidates ask additional questions about working with the organization, speak with two additional members of the MarCom team, and have free range to speak to anyone they would like to within the organization.</li></ul>
<b>August 15</b>	<b>An offer is extended</b> and we will discuss a start date.

Do you have questions that are not answered here? Please feel free to reach out to our hiring manager at [jobs@hazon.org](mailto:jobs@hazon.org)