



Job Description

Job Title: Marketing Associate

Classification: Non-Exempt/Full-time/Salaried

Reports to: Chief Advancement & Communications Officer

Date: October 16, 2025

Approved By: Sherri Tarr

Summary/objective: This position is responsible for executing and assisting with branding, communications, outbound marketing, and social media for the Jewish Federation of Greater New Orleans.

Essential functions:

- **Support email marketing campaigns** by creating and scheduling e-blasts, newsletters, invitations, and standalone email content to engage our community and promote events.
- **Display graphic design and branding expertise**, by creating compelling graphics for events and helping to maintain a consistent visual identity across digital and print materials.
- **Manage and grow our social media presence**, including creating and scheduling content for our Facebook and Instagram accounts.
- **Help promote programs and initiatives** by supporting community outreach and publicity efforts across various channels.
- **Assist with website updates and maintenance**, helping keep content fresh, relevant, and user-friendly.
- **Provide administrative and strategic support to the Chief Advancement & Communications Officer** on marketing initiatives and department operations.
- **Support marketing efforts for the Annual Campaign**, including content coordination, event promotion, and onsite staffing at Federation events.
- **Coordinate with external mail vendors and manage email and mailing lists**, ensuring accurate delivery and proper use of branding and organizational indicia.
- **Assist with special projects and cross-functional tasks** that support the advancement and marketing team's success.

Competency:

- Excellent written and verbal communication skills
- Detail oriented
- Strong knowledge of graphic design and editorial software (including Canva)
- Flexible team player with good interpersonal skills
- Ability to multitask and juggle multiple projects simultaneously
- Strong knowledge of visual web editors (Wordpress)
- Strong knowledge of Microsoft Office and email clients (Mailchimp)
- Ability to retain and share institutional and community historical knowledge with multiple constituencies
- Ability to forge strong relationships within the New Orleans Jewish community and externally in Greater New Orleans
- An interest in constantly upgrading existing skills and learning new tools—a capacity for learning new programs and devices

Supervisory responsibilities: N/A

Physical demands: Standing/lifting as necessary; ability to drive to meetings

Travel: Must be able to travel around the metro area for meetings and events

Required education and experience: Bachelor's degree in Communications, Marketing, or a related field preferred; 1–3 years of relevant experience.

Work environment: Strong team culture and brainstorming sessions with competent staff; there is respect by lay leaders and staff for sick and vacation time, as well as Jewish holidays.

Salary & Benefits: The salary for this position is \$42,000-\$44,000 annually; the work week is 34 hours: Monday-Thursday 9a.m.-5 p.m. and Friday 9a.m.-4 p.m. with an hour of unpaid lunch; with additional hours spent at evening and weekend events; Jewish and some Federal holidays off; 15 vacation days and 10 days sick; 401K; life insurance; long-term disability insurance; health insurance (Federation pays 80% for the employee); complimentary family membership to the JCC; flexible medical spending plan.

Please send a resume with a cover letter to staffing@jewishnola.org