

Scope of Work: Freelance Marketing, Outreach & Event Coordinator

Position Overview

We are seeking a highly organized, strategic, and creative freelance professional to support marketing, communications, and community engagement efforts on a project basis. This role will focus on strengthening outreach, enhancing visibility, and coordinating meaningful events and programs. The position may evolve into a more regular part-time engagement based on organizational needs and performance.

Key Responsibilities

Event & Program Strategy and Management

- Work with staff to develop a strategy to re-energize JEF's Professional Advisors Group, a social and educational network of professional advisors including estate and tax attorneys, CPAs, financial advisors, and insurance brokers.
- Plan, coordinate, and execute professional advisor events in New Orleans and Baton Rouge, with a focus on engaging young Jewish professionals.
- Develop and manage detailed event timelines, including logistics, vendor coordination, and on-site execution.
- Collaborate closely with staff and the Professional Advisory Committee to ensure alignment with organizational goals and priorities.
- Oversee post-event follow-up.

Outreach & Relationship Building

- Develop and maintain targeted email distribution lists aligned with key audience demographics.
- Identify and actively engage prospective participants to increase attendance and deepen community involvement.
- Build and strengthen relationships with community partners, organizations, and stakeholders to enhance collaboration and visibility.

Strategic Communications

- Develop and execute targeted promotional campaigns for events, including e-blasts, direct email outreach, and print materials.
- Tailor messaging to resonate with distinct audiences, ensuring clarity, consistency, and alignment with organizational voice and goals.

Qualifications

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field required.
- Minimum of five years of progressive experience in marketing, communications, and/or event coordination.
- Demonstrated experience organizing and promoting community events.
- Strong strategic thinking and project management skills, with the ability to manage multiple priorities and deadlines.
- Excellent written and verbal communication skills.
- Experience developing marketing materials.
- Ability to collaborate with staff and volunteer leadership.
- Experience in nonprofit or mission-driven organizations preferred.

Engagement Details

- Project-based, flexible engagement with defined deliverables and timelines.
- Opportunity to grow into an ongoing part-time role based on organizational needs and performance.
- Preference for candidates based in or familiar with the New Orleans and Baton Rouge communities.

Compensation

- Pay starts at \$35/hour based on skills and experience.

Application

Qualified, interested candidates should send a cover letter, resume, and three references (at least two of which should be professional references) by email only to Debbie Berins, Assistant Executive Director, at debbie@jefno.org.

About the Jewish Endowment Foundation of Louisiana

Founded in 1967, the Jewish Endowment Foundation of Louisiana (JEF) has been helping donors support Jewish and secular causes most important to them. As the resource for Jewish philanthropy in the Greater New Orleans area, JEF was established to receive, administer, and allocate funds and property to serve the Jewish Federation of Greater New Orleans, its network of beneficiary agencies and institutions, the Jewish community of New Orleans and other tax-exempt organizations. We enable individuals and families to define and achieve their charitable goals while helping to strengthen our Jewish community. Since its founding, JEF has grown to more than \$100 million of assets under management and anticipates growth beyond the Greater New Orleans area in the upcoming years.

The Jewish Endowment Foundation of Louisiana provides equal employment opportunities to all applicants and prohibits discrimination regarding race, religion, age, sex, national origin, sexual orientation, gender identity, or expression.