



## Director of Communications

**Location:** Remote

**Description:** Full time

**Start Date:** March-April 2023

**Salary:** \$80,000-\$90,000

Avodah believes that Jewish leaders have the power to help change our country for the better. For the past 23 years, Avodah has built a vast network of Jewish leaders who have come through our programs and now lead communities across the country, created a robust educational curriculum with which we have reached tens of thousands in the broader community, and developed an unparalleled analysis of social justice issues through a Jewish lens.

We train and support emerging and current leaders with the tools, knowledge, and networks they need to contribute their skills and passion to advancing social justice across the country and deepen the fabric of our diverse Jewish communities. Avodah's [Jewish Service Corps](#), [Justice Fellowship](#), [Alumni Network](#), and [Institute for Social Change](#) have sparked thousands of Jewish leaders to do justice work, added millions of dollars in critical staff capacity to anti-poverty organizations, and helped strengthen Jewish life in the United States.

### Position Overview

The Director of Communications will lead the process of elevating Avodah's public position as one of the most impactful Jewish social justice leadership development organizations in the United States. The Director of Communications will utilize their public relations and communications background, strategic acumen, and knowledge of the North American Jewish community to develop, in collaboration with Avodah's senior leadership, a comprehensive communications strategy to greatly expand Avodah's visibility and organizational impact. The Director of Communications will also play a key role in building visibility and prestige for the new Avodah Institute for Social Change. The Director of Communications reports to the Director of External Affairs. **The Director of Communications will also supervise two communications positions, a Creative Manager (currently 30 hours per week) and a Communications Associate (full-time), and consultants (when applicable).** They will also work closely with the Development, Recruitment, Community Engagement, and Program teams to message, market, and further Avodah's reach to each target audience.

## **Responsibilities**

- **Strategic Planning:** collaborate with Avodah's Director of External Affairs to develop and implement organization-wide communications strategies that will further the mission of Avodah and broaden the organization's visibility and programmatic reach.
- **PR/Media Relations:** Create and implement PR/media coverage strategy to develop meaningful relations with high-level external audiences including media and key influencers. Oversee organizational response to media inquiries about Avodah and our work.
- **Rapid Response and Crisis Communications:** The Director of Communications will plan for and create action steps and communications emails/social media/talking points for media and staff to address any news items related to Avodah's work or organization if/as they arise.
- **Branding:** Help strengthen Avodah's brand/marketing strategy to increase awareness of impact and reach.
- **Digital Communications:** Curate Avodah's online presence to increase audience engagement. Generate engaging current content for website, social media, e-newsletters, video and emerging communications technology and create social media strategies for Avodah's platforms.
- **Messaging:** Refine & shape Avodah's key messages, language, images and multimedia that represent Avodah and its work. Ensure messaging consistency across the organization.
- **Material Development:** Oversee, and execute as needed, the development of content for branded materials including fact sheets, donor folders, branded gifts and other materials as needed.
- **Supervise the Communications Team:** This includes two communications positions, a graphic designer (currently 30 hours per week) and a Communications Associate (full-time), and consultants (when applicable).
- **Training:** Train staff, board members and other Avodah constituencies on best practices in communications.
- **Lead weekly or bi-weekly comms team meetings** for upcoming projects and long-term strategic planning.

## **About You:**

*We are looking for candidates who have about 5-10 years of experience as well the skills and competencies listed below. We know that systemic inequities in hiring have caused people from historically marginalized groups to only apply to jobs if they meet 100% of the qualifications. We encourage you to break this statistic and apply, as no one ever meets 100% of the qualifications. We look forward to your application.*

- **You are an exceptional writer and communicator.**
- **You understand the contemporary media landscape and current communications strategies and tactics,** and have experience with pitching journalists, bloggers and

editors. You are able to coach and support senior professional and/or lay leaders as spokespersons.

- **You are a strategic thinker** who can analyze challenges, bringing in different data points and viewpoints to create a mission aligned vision. You have deep experience in taking a concept from idea to execution
- **You are accountable for your own work and the work of your team** and create and maintain systems to track progress and report results. You juggle competing demands, prioritize with ease and are efficient with your time. You are comfortable with deadlines.
- **You have experience with social media and online marketing tools**, including experience in some of the following: writing for SEO and digital audiences, WordPress, Google Suite, Google Analytics, social media content management social scheduling software (ex: Sprout Social, etc.).
- **You are a collaborative team-player who can work with staff across the country.**
- **You have an understanding of, or desire to learn more about the Jewish social justice landscape and the diversity of the Jewish community.**
- **You have an interest in uplifting marginalized voices and a diverse range of Jewish voices** including (but not limited to) BIPOC, queer and/or trans participants and participants with disabilities.

#### **What we offer:**

- **Healthcare:** 100% employer paid medical, dental, and disability insurance
- **Time off:** Vacation days (starting at 15 per year and increasing with paid employment) and sick time (12 per year), plus paid time off for Jewish and secular holidays
- **Generous paid parental leave policy**
- **Flexible spending account options**
- **Retirement savings plan** with an employer contribution after 90 days of employment
- **A flexible work schedule**
- **Professional development funds** and opportunities to learn and grow
- **A strong organizational culture** and supportive team with employee well-being prioritized, and significant flexibility
- **Commitment to creating a diverse and inclusive workplace** that enables everyone to bring their full self to work and make a positive impact on the world
- **Being part of a passionate team** of people who are devoted to Avodah's mission

*This position is included in a union-represented collective bargaining unit, and specific terms and conditions of employment may be subject to a future Collective Bargaining Agreement.*

#### **Accessibility:**

Please be in touch with any questions or accessibility needs you have so we may work with you on these

#### **TO APPLY:**

Please click [this link](#) to apply. Due to the volume of applications, we are only able to respond to those applicants granted an interview. Applications will be accepted until a hire is made and interviews will be set up on a rolling basis. Please direct any questions to [jobs@avodah.net](mailto:jobs@avodah.net).

***Creating a more just world is a core part of our mission, and Avodah is working to continually strengthen our efforts towards equity and inclusion in the workplace. We strive to build a diverse team that brings with them a variety of identities, backgrounds, perspectives, and skills. Sephardic and Mizrahi Jews, people of color, women, people with disabilities, immigrants, LGBTQIA people, and people who come from poor or working-class backgrounds are strongly encouraged to apply. Avodah is an equal opportunity employer.***