



Director of Marketing

Trybal Gatherings

Flexible, USA

Salary: \$90,000 - \$110,000

The Organization

Founded in 2017, Trybal Gatherings is the leading provider of Jewish camp experiences for young adults and their friends. Trybal reimagines Jewish gatherings in a modern world by offering innovative getaways for young adults to connect, explore, play, and celebrate in a socially Jewish context.

Set in picturesque landscapes across North America, the Trybal experience is designed to welcome participants into a dynamic community during an unforgettable weekend escape.

Trybal maintains a team of 6 full-time staff, 70 seasonal staff, and an operating budget of approximately \$2 million and has a significant presence in the New York, Boston, Chicago, Los Angeles, and Atlanta communities as well as partnerships within Israel.

To learn more about Trybal Gatherings, please visit: <https://www.trybalgatherings.com>

The Position

Trybal Gatherings seeks a creative and entrepreneurial Director of Marketing who will be an integral part of the leadership team, managing and scaling one of the most innovative entrepreneurial ventures in Jewish millennial engagement by developing and implementing Trybal's marketing strategy. This is a rare and exciting opportunity for a goal-oriented, highly motivated, and collaborative leader who loves being part of a values-based Jewish community.

The Director of Marketing will lead Trybal's omnichannel marketing strategy. This position will develop campaign ideas, write copy, design and implement email strategy, and manage all visual expression of Trybal Gatherings. The ideal candidate will be highly creative and energetic, with an ability to not only generate buzz, but convert interest into participants.

The Director of Marketing must be comfortable with both big-picture visioning and detail-oriented execution. Reporting to the CEO, the Director of Marketing is an integral member of Trybal Gatherings' leadership team.

Marketing Strategy

- Lead the development of a multi-faceted omnichannel strategic marketing plan to acquire, engage, and retain program participants.
- Design, create, and implement all digital and print media for use in marketing, outreach, and recruitment.
- Drive enrollment for Trybal events by leveraging multiple resources including web, email marketing, social media, and other strategies.
- Bring Trybal's brand to life through video, pictures, and other visual media.
- Oversee brand consistency across the organization, both internally and externally
- Develop and drive strategies for alumni engagement.
- Research and identify opportunities to introduce Trybal's work to new audiences.
- Continuously communicate a distinctive and current brand voice in all visual and written materials.

Marketing Implementation

- Develop and implement a content calendar across all marketing channels.
- Design campaigns and manage all external communication.
- Lead content creation, email marketing, paid ads, and registration platforms.
- Oversee social media strategy and implementation.
- Design and implement a comprehensive and strategic email cadence and write all copy/content.
- Customize marketing strategies for various geographic regions in alignment with Trybal's brand.
- Ensure consistent branding and messaging across all marketing materials and communication to maintain a cohesive voice, visual identity, and tone.
- Maintain and update Trybal's website, including writing content and web design.
- Create marketing toolkits for organizational partners.

Organizational Leadership

- Serve as a member of Trybal's senior leadership team and collaborate closely with CEO.
- Educate and train all staff on Trybal's branding to ensure consistency.
- Provide direction and oversight for public relations.
- Hire and manage outside consultants, agencies, and/or designers as needed.

THE IDEAL CANDIDATE

The ideal candidate for the Director position possesses the following competencies:

Drives Results Consistently achieves results, even under tough circumstances.	Strategic Mindset Seeing ahead to future possibilities and translating them into breakthrough strategies.	Resourcefulness Securing and deploying resources effectively and efficiently.
Decision Quality Making good and timely decisions that keep the organization moving forward.	Persuades Using compelling arguments to gain the support and commitment of others.	Communicates Effectively Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences.

Candidate Profile

- Demonstrated experience growing brands and bringing new ideas to market, increasing engagement, customer recruitment, and retention, with progressive responsibility.
- Excellent writing and communication skills, including the ability to write in a creative, current, and distinctive voice; strong copywriter with an impeccable attention to detail.
- Highly creative with an eye for design; strong graphic design experience preferred.
- Strong understanding of the millennial and gen-z experience market, able to quickly ascertain and capitalize on trends. Demonstrated experience bringing products to life and converting interest into customers.
- Nimble, resourceful, and able to work well within a small team and with limited resources.
- Natural aptitude to draw inspiration from outside the organization and inspire others/compel them into action.
- Website savvy with experience in using digital analytics and SEO optimization to increase engagement.
- Proactive, decisive, and action-oriented. Unafraid to challenge assumptions and experiment.
- Knowledge of and fluidity with Canva, Adobe Creative Suite, Wix coding and design, email platforms such as Emma and HubSpot, Tableau, and database tools.
- Exceptionally organized and detail oriented. Comfortable managing multiple projects simultaneously.
- Proficient in Microsoft Office and Google Suite.
- Experience managing a team and/or contractors.
- Strong sense of integrity and professional judgement.
- A passion for Trybal Gatherings' mission.

COMPENSATION AND BENEFITS

Trybal Gatherings offers a competitive salary range of \$90,000 - \$110,000 for this position and a comprehensive benefits package including a flexible vacation policy, professional development stipend, healthcare & 401(k) matching retirement benefits.

This is a remote position with occasional travel required throughout the year. Candidates on the east coast near Trybal's hub cities (Boston, New York, Los Angeles) are strongly preferred.

This position is based upon material provided by Trybal Gatherings, an equal opportunity employer.

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