



# Senior Director of Communications & Marketing

Institute for Jewish Spirituality

Remote

Salary: \$120,000 - \$140,000



### The Organization

The Institute for Jewish Spirituality (IJS) is a sacred haven for nurturing the mind, body, soul, and spirit. Since 1999, we've helped countless people navigate our turbulent world by learning to slow down, reconnect with themselves, and find a greater sense of purpose—all grounded in the deep wisdom of Jewish tradition. From guided meditation and contemplative text study to leadership training and retreats, IJS creates opportunities to become more mindful, compassionate, and resilient—and build a more just and peaceful world together.

### **IJS is a home for many paths to greater spiritual mindfulness:**

Some people come to us because they want to start or strengthen a Jewish meditation practice to add a deeper sense of meaning to their lives. Others seek a renewed relationship to Judaism that goes beyond the synagogue or study hall and engages the heart, body, and soul. Clergy, educators, and lay leaders want to explore and strengthen their connection to the Divine, become more mindful leaders, and bring authentic Jewish spirituality and mindfulness home to their communities.

What they all have in common is the desire for greater awareness, connection, and purpose. We learn together that mindfulness is not a destination, but a journey — one that we make day by day, breath by breath, throughout our lives.

### The Position

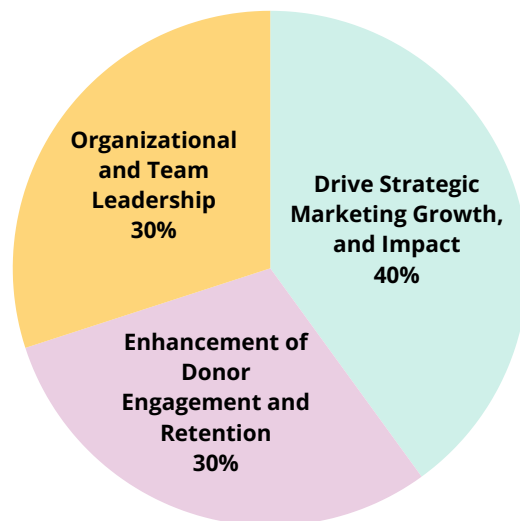
IJS is seeking a Senior Director of Communications and Marketing to lead the development and execution of strategies that elevate the organization's visibility, brand, and engagement with key stakeholders, and that drive revenue generation from both paying participants and donors. The ideal candidate is passionate about nonprofit work, digital communications, and fostering community connections.

This candidate will bring extensive experience in communications and paid advertising, with a proven track record of leading successful marketing campaigns. This person will need to be able to both guide strategy and roll up your sleeves. Strong copywriting skills, a strategic mindset, and the ability to manage and evolve a CRM system are essential. Digital fluency is a must, as the role requires expertise in digital communications, multiple media platforms and staying in sync with industry trends. A broad understanding of the Jewish communal landscape, coupled with an openness to and positivity towards spiritual practices, is also key.

This is a unique opportunity to join a dynamic and growing organization committed to deepening the impact of Jewish spiritual practices. This position will play a central role in shaping the communications and marketing strategy, and contributing to meaningful work that makes a lasting difference.

### Drive Strategic Marketing Growth, Revenue Generation, and Impact

- Oversee the creation and execution of integrated marketing campaigns that align with IJS' core mission and long-term objectives, ensuring consistent messaging across all channels leads to increased successful marketing conversions across both paid and free programs.
- Collaborate with cross-functional teams to ensure marketing efforts support fundraising, participant engagement/enrollment, and program growth initiatives.
- Develop and implement strategies for increasing IJS brand awareness and engagement through targeted marketing and outreach efforts.
- Optimize paid marketing strategies, adjusting campaigns based on performance metrics to maximize cost-efficiency and engagement across digital platforms.
- Monitor trends and industry best practices in digital advertising to continually refine and elevate the nonprofit's marketing efforts.
- Track and analyze the performance of paid marketing campaigns to evaluate effectiveness and adjust tactics for ongoing improvement.
- Collaborate with the Program and Development Teams to outline a communications calendar that strategically meets the programmatic and fundraising needs of the organization.



### Enhancement of Donor Engagement and Retention

- Drive IJS participant-to-donor conversion by developing a targeted strategy to cultivate program participants into long-term donors.
- Execute strategy using personalized communications, engagement campaigns, and collaboration with the development team.
- Align donor outreach with broader development and communication goals to ensure effectiveness and consistency.
- In collaboration with IJS staff, support the selection, implementation and design of a robust CRM system to improve data management, segmentation, and donor engagement, enabling more effective communication and donor retention strategies.
- Develop marketing metrics, including lead-gen and conversion targets, to ensure comprehensive evaluation and optimization.
- Collaborate with the Finance Team to set the course pricing model.

### Organizational and Team Leadership

- Lead the marketing & communications team made up of a full-time Senior Manager of Communications and Marketing and project consultants engaged as needed.
- Track and present all communications and marketing efforts and plans to the executive leadership team; provide strategic insights, updates, and recommendations to ensure alignment with overall organizational goals and priorities.

## ROLE OVERVIEW (cont.)

### Organizational and Team Leadership (cont.)

- Collaborate with both staff and consultants to leverage their expertise, creating a dynamic, cohesive and high-performing team.
- Lead the development of team goals, track progress, and celebrate achievements to maintain motivation and alignment.
- Foster a culture of continuous learning and professional development by providing mentorship, training, and growth opportunities for team members.
- Foster an environment that encourages creativity, innovation, and proactive problem-solving to meet organizational objectives.

No. of Engagements	No. of Staff	Annual Budget
500,000	20	\$3.7M

## THE IDEAL CANDIDATE

**The ideal candidate for the Senior Director of Communications and Marketing position possesses the following competencies:**

<b>Instills Trust</b> Gaining the confidence and trust of others through honesty, integrity, and authenticity.	<b>Collaborates</b> Building partnerships and working collaboratively with others to meet shared objectives.	<b>Communicates Effectively</b> Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences.
<b>Action Oriented</b> Taking on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm.	<b>Plans &amp; Aligns</b> Planning and prioritizing work to meet commitments aligned with organizational goals.	<b>Decision Quality</b> Making good and timely decisions that keep the organization moving forward.

## THE IDEAL CANDIDATE (cont.)

### Additional Qualifications

- Experience in nonprofit communications, marketing, and paid advertising.
- Proven ability to develop and lead successful marketing strategies.
- Strong copywriting skills with the ability to write for diverse audiences.
- Deep understanding of CRM systems and optimizing their impact.
- Expertise in digital communications and marketing, with a clear understanding of the language and tools used in online marketing.
- A broad knowledge of the Jewish communal landscape and its diverse stakeholders.
- A positive and open attitude toward spiritual practices and their role in community engagement.
- Strong interpersonal skills and experience working with diverse teams and leadership levels.
- Exceptional organizational skills and attention to detail.
- A proactive, self-starter mentality with the ability to manage multiple projects.
- Strong problem-solving and strategic thinking abilities.
- Demonstrated ability to work effectively in a fast-paced environment.

## WORK ENVIRONMENT

This is a remote position with the option to work from a shared office in NYC. This role will require travel 2-4 times per year including at least one in person staff meeting.

## COMPENSATION AND BENEFITS

IJS offers a competitive salary range of \$120,000 - \$140,000 for this position with final salary targets depending on factors such as level of relevant experience as well as local labor market conditions. IJS also offers a comprehensive benefits package including:

- Federal holidays and Jewish holidays
- 2 - 4 weeks' vacation
- 15 sick days and 4 personal days
- 401K match at 3% of contribution (vested immediately)
- Health care coverage of 86% individuals and 50% of additional dependents.
- Disability and Life insurance

This position description is based upon material provided by the Institute for Jewish Spirituality, an equal opportunity employer.

## TIMELINE AND NEXT STEPS

If you are interested in this position, please [click here](#). All applicants will receive an email confirming receipt of their application.

We encourage candidates of all backgrounds to apply even if you do not meet all of the qualifications outlined above. If you are selected to move forward for an initial screening call, we expect you to hear from us by late May.

**Ami Abramson**  
**Senior Partner**  
[aabramson@drgtalent.com](mailto:aabramson@drgtalent.com)

**Nina Cogan**  
**Talent Consultant**  
[ncogan@drgtalent.com](mailto:ncogan@drgtalent.com)

**Merav Schwartz**  
**Associate Talent Consultant**  
[mschwartz@drgtalent.com](mailto:mschwartz@drgtalent.com)

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