



Director of Marketing

Friends of Irgun Nechei Zahal

Remote – Hybrid (If based in NYC)

The Organization

Friends of Irgun Nechei Zahal (“The Irgun”), is the U.S. fundraising arm supporting Irgun Nechei Zahal in Israel (loosely translated to the organization for the wounded warriors of the IDF). The Irgun is the official, government backed organization in Israel responsible for the long-term support of all IDF wounded warriors. While there are many splinter organizations supporting veterans of specific units, the Irgun is the one and only organization operating at scale, caring for all wounded warriors.

Prior to October 7th the Irgun cared for 52,000 wounded warriors from all prior wars and acts of terror. Since October 7th as many as 19,000 wounded warriors have been added, and this number is expected to grow significantly, in particular with PTSD cases. The Irgun is thus facing unprecedented burden, and the nature of the support required, and age of those needing care has changed dramatically.

The most notable manner by which the Irgun supports its members is through rehabilitation, support, and empowerment centers known as Beit Halochem (in Hebrew Home of the Warrior)

Each of the four existing Beit Halochem (Tel Aviv, Jerusalem, Haifa, and Beer Sheva) provides physical and psychological therapy, vocational training, and social reintegration programs. These centers serve as lifelines for wounded warriors, helping them regain independence and lead fulfilling lives. To meet the growing demand for services, Beit Halochem is currently building a fifth rehabilitation center, further expanding its capacity to provide critical support for Israel’s wounded veterans.

The Irgun is now embarking on a major transformation under the leadership of Board Chairman Sam Zussman and newly hired CEO Iris Reff Ronen. Together, they bring a bold vision to modernize the organization, strengthen its U.S. presence, and significantly expand its fundraising capacity. Their mandate is to reshape The Irgun’s infrastructure so it can better sustain and scale its work in Israel—ensuring that the more than 52,000 existing members, as well as the estimated 20,000 additional wounded warriors post-October 7th, receive the long-term care and empowerment they need.

For more information, please visit: <https://www.the-irgun.org/>

The Position

The Director of Marketing will play a pivotal role in strengthening the organization's brand presence in the U.S. and driving strategic marketing efforts across multiple channels. Reporting directly to the CEO, this individual will be a thought partner in the ongoing rebranding process, oversee content creation, and manage marketing initiatives in collaboration with staff, board members, and external partners. The ideal candidate will bring both creativity and strategic oversight to a lean environment, ensuring that messaging, outreach, and branding effectively engage donors and the broader public.

KEY RESPONSIBILITIES

- Partner with the marketing committee and external consultants to guide the rebranding process, ensuring consistency in messaging and strategy.
- Oversee creation and management of all marketing collateral, including brochures, flyers, business cards, and the organization's website.
- Direct and refine social media and direct mail strategies, coordinating with existing staff who manage posting and distribution.
- Support event marketing by collaborating with the event team on promotion and audience engagement.
- Manage marketing expenditures, ensuring resources are used strategically.
- Partner with internal staff and the assistant (who also supports fundraising) to advance marketing initiatives despite limited resources.

QUALIFICATIONS

- Passion for The Irgun's mission and for the State of Israel.
- Demonstrated experience managing marketing collateral, including digital and print materials.
- Strong background in content creation, with ability to craft sharp, engaging written material for e-blasts, social media, and donor communications.
- Prior experience leading or supporting rebranding initiatives, including collaboration with committees and consultants.
- Experience in nonprofit or fundraising contexts is strongly preferred.
- Ability to manage multiple projects simultaneously across different marketing channels.
- Proven adaptability in navigating unclear budgets and lean staffing structures.
- Exceptional communication skills for working effectively with internal and external stakeholders.

COMPENSATION AND BENEFITS

The role is remote for candidates located outside the New York City area and hybrid for those based locally, working from the NYC office. The base salary for this role is between \$110,000-\$125,000 depending upon experience. Benefits include, health insurance, 403b matching plan, paid time off, and paid holidays (Jewish and secular).

This position description is based upon material provided by Friends of Irgun Nechei Zahal, an equal opportunity employer.

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