



## American Friends of the Episcopal Diocese of Jerusalem

[www.afedj.org](http://www.afedj.org)

### **Position Description: Director Marketing and Communications**

The American Friends of the Episcopal Diocese of Jerusalem (AFEDJ) is seeking an experienced, collaborative, high-performing Director of Marketing and Communications. This position reports to the organization's Executive Director. The role has primary responsibility for the organization's marketing and communications programs, including editorial and marketing content across multiple channels and vehicles (website, video, social media, direct mail, print collateral, newsletters, annual reports), graphic design, publicity and support of a national video-based education program for churches.

AFEDJ is an established 501 (c) (3) non-profit. Our mission is to transform the lives of the vulnerable and displaced in the Middle East through support of schools, hospitals, and centers for children with disabilities. The institutions we support are owned and operated by the Episcopal Diocese of Jerusalem in Jordan, Palestine, Israel, Syria, and Lebanon.

The ideal candidate will have 5+ years of experience in strategic communications planning, message platform development and implementation; strong, current skills in digital content development and management; proficiency in graphic design; a track record of building strong relationships with media outlets and writing effective media releases and stories; experience meeting the communications needs of a network of advocates for an organization's mission. The candidate will have passion and enthusiasm for AFEDJ's mission, rooted in faith, and familiarity with the Middle East and sensitivity to its culture.

### **Responsibilities**

- Works closely with the Executive Director to evolve the organization's message platform and develop strategic communications plans and budgets
- Executes the organization's communications plans with the objectives of growing audiences, deepening engagement and building awareness of the organization's programs and impact

- Builds effective relationships with Diocese of Jerusalem leaders in order to gather information about the schools and hospitals we support and the people whose lives are impacted by these institutions. Participates in calls with our partners in Jerusalem
- Writes editorial and marketing content for collateral, newsletters, blogs, website, social media and impact reports
- Manages external graphic designers and provides basic graphic design services
- Manages professional video producers and editors and provides basic video production services
- Builds strong relationships with the organization's national network of volunteers. Provides all communications materials and support needed to stakeholders including the organization's Board of Trustees
- Works with the Executive Director to develop direct mail and online fundraising appeals and write grant applications
- Builds relationships with relevant news outlets. Writes press releases and publicity materials and implements distribution
- Collaborates on planning and execution of donor events, including invitations, signage, collateral and digital presentations
- Manages relationships with outside vendors, including website hosting and design, graphic designers, Google Ad Grant consultants, and video producers
- Monitors and reports communications analytics
- Supports the stewardship of the organization's brand and helps increase its visibility
- Serves as program director for national video-based education program, *Bearing Witness: A Journey with Holy Land Christians*
- Likely travel to the Middle East

### **Qualifications**

- 5+ years of relevant experience in communications and marketing planning and execution

- Extensive writing experience and demonstrated skills in developing engaging editorial and marketing content for print and digital media
- Demonstrated ability to communicate complex and politically sensitive ideas to a variety of audiences
- Basic to intermediate video production and editing skills a plus
- Strong knowledge of digital communications tools, including email marketing (Constant Contact), blogging tools; Wordpress, Dropbox; videoconferencing (Zoom, Google Meet) and Canva
- Strong experience using social media platforms, including Facebook, Instagram, Twitter, You Tube, Vimeo, LinkedIn
- Proficiency in graphic design and knowledge of major design applications (Photoshop, InDesign, Illustrator, Powerpoint)
- Experienced in using communications analytics tools (Google Analytics) and driven to measure the effectiveness of communications activities and campaigns; Experience with Google Ad Grants a plus
- Intellectually curious and a continuous learner
- Strong organizational skills with a keen attention to detail and accuracy and ability to meet deadlines
- Dedicated, collaborative and enthusiastic team player
- Proficient in MS Office Suite and Google Workplace
- Bachelor's degree required
- Experience with CRM systems (Salesforce) and online donation platforms (Qgiv) a plus
- Comfort with public speaking to small and large audiences both online and in person.
- Experience working within the Episcopal Church preferred
- Experience with a mission-driven organization preferred

**Benefits**

- Full-time remote position
- Competitive salary, commensurate with experience
- Medical and dental benefits
- Retirement savings plan with generous organization match
- Vacation and paid holidays
- Short- and Long-Term disability insurance

**Location**

This is a remote position with occasional travel to events across the U.S. and site visits in the Middle East.

**Interested candidates please send a cover letter and resume via email to:**

**[espencer@afedj.org](mailto:espencer@afedj.org)**