



Passages Job Description

Senior Director of Brand & Communications

Department: Communications
Location: Hybrid / Tysons, VA
FLSA Status: Exempt

Travel: 25%
Reports To: COO
Version Date: July 2026

About Passages

Passages brings a new generation of Christian leaders to Israel to deepen their faith, forge lasting bonds with the Jewish people and return home equipped to strengthen America. Since 2016 we have taken nearly 12,000 young leaders on transformative trips to Israel.

The Opportunity

We are hiring a Senior Director of Brand & Communications to own the Passages story. This leader sets the brand and leads the full communications division, including marketing, public relations, communications, and social media. A trip to Israel transforms the students who go, and they return home to strengthen their communities and their country. With nearly 12,000 alumni behind us, this role carries their stories with the clarity and conviction to move donors and recruit the best young leaders for future trips.

Job Duties and Responsibilities

- Manage the Passages brand: the core narrative, voice, visual identity, and messaging, applied consistently across every channel and audience.
- Build and lead a content engine that turns alumni impact into social media, videos, photography, and written stories on a steady, reliable cadence.
- Lead the full communications division, marketing, PR, communications, and social media, and manage the director of marketing and director of social media. Directly manage a group of trusted freelancers.
- Set the strategy for reaching a Gen Z audience across relevant platforms, including YouTube, Instagram, and TikTok. This is a management role rather than a hands-on posting role: you will direct the team of specialists and creators who produce the content and hold them to measurable audience growth.
- Lead earned media and public relations: pitch and place stories, build and maintain relationships with reporters, and grow Passages' presence in the outlets that reach our audiences.
- Responsible for writing donor appeals, campaign and brand messaging, video scripts, and executive talking points, and ensure that the team's work follows one consistent voice and standard.

- Produce the communications that carry the Passages story to donors, including the annual impact report, fundraising appeals, scripts for impact videos, and campaign materials, created in close partnership with development.
- Build the public voice of Passages' leadership by writing op-eds, remarks, and talking points, and position leaders as trusted voices on faith, Israel, and next generation engagement.
- Set brand standards and message discipline across the organization and coach colleagues to use them.
- Steward the Passages voice in a sensitive, politized space, and lead crisis communications when necessary.
- Direct the capture of stories from the field, managing the photography, video, and interviews from Israel trips and the alumni network so the content engine always has fresh, authentic material.
- Manage the communications budget and measure what is working, from story engagement to brand consistency to channel performance and report results to leadership and the board on a regular cadence.

Qualifications & Skills

- A bachelor's degree in communications or related fields.
- Eight or more years in brand, content, editorial, or communications leadership, including managing and developing high potential staff.
- A portfolio of storytelling that moved an audience, whether donors, members, customers, or the public.
- Proven ability to build a brand and messaging system and a repeatable content operation, not just a one-off campaign.
- Strong writing and editing, with sound visual and narrative judgment.
- The range to oversee marketing, PR, and social, directly or through specialists, and the humility to lead people who know a channel better than you.
- A working understanding of how a Gen Z audience behaves on YouTube, Instagram, and TikTok, and a track record of audience growth achieved through the teams and creators you managed rather than by posting yourself.
- Direct experience working with media outlets and reporters, ideally including relationships you can utilize early in your tenure.
- A demonstrated track record of pitching stories and landing coverage, with specific placements you can point to, not just press releases sent.
- Strong alignment with the Passages mission and comfort working in a faith-driven, Christian, pro-Israel environment.
- Willingness to utilize AI tools and learn about AI-related advances to the communications field.
- Ability to travel domestically in the US and several times a year to Israel.

Strong pluses: experience in a nonprofit, faith-based, advocacy, or mission-driven brand; a background in film, video, or editorial production; familiarity with the faith, Israel, or higher education landscape; and experience partnering with fundraising or recruitment.

This job description is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and Passages reserves the right to change this job description and/or assign tasks for the employee to perform, as deemed appropriate.

Equal Opportunity

Passages provides equal employment opportunities to all employees and applicants for employment without regard to race, color, ancestry, national origin, citizenship, or sex (including pregnancy, childbirth, and pregnancy-related conditions), age, disability, genetic information, service in the military, or any other characteristic protected by applicable federal, state, or local laws and ordinances, except as effected by religious standards. ⁱⁱⁱ Equal employment opportunity applies to all terms and conditions of employment, including hiring, placement, promotion, termination, layoff, recall, transfer, leave of absence, compensation, and training. Passages expressly prohibits any form of unlawful employee harassment or discrimination based on any of the characteristics mentioned above to the extent consistent with its Sexual Ethics Policy. Improper interference with the ability of other employees to perform their expected job duties is absolutely not tolerated. Passages will endeavor to make a reasonable accommodation of an otherwise qualified applicant or employee related to an individual's physical or mental disability, and/or any other reason required by applicable law, unless doing so would impose an undue hardship upon Passages' business operations. Any employees with questions or concerns about equal employment opportunities in the workplace are encouraged to bring these issues to the attention of the HR manager. The company will not allow any form of retaliation against individuals who raise issues of equal employment opportunity. Employees who feel they have been subjected to any such retaliation should bring it to the attention of the HR manager. Retaliation means adverse employment action taken because an individual reported an actual or a perceived violation of this policy, opposed practices prohibited by this policy, or participated in the reporting and investigation process described below. Complaints of discrimination should be filed according to the procedures described in the Harassment and Complaint Procedure.

ⁱⁱⁱ *Passages does not discriminate against male or female applicants and employees. However, Passages does not employ candidates who do not comply with its Sexual Ethics Policy, pursuant to statutory exemptions found in 42 U.S.C. § 2000e-1(a) and 2, the Religious Freedom Restoration Act of 1993, Texas Labor Code Ann. § 21.109, and Constitutional protections for religious organizations.*