



Communications and Marketing Manager

About Shefa:

The Shefa School is a Jewish community day school in Manhattan, serving students in grades K-8. Since opening in September 2014, Shefa has enrolled children who benefit from a specialized educational environment in order to develop their strengths while addressing their learning challenges. We specifically serve students with language-based learning disabilities who have not yet reached their potential levels of success in traditional classroom settings. Shefa is a pluralistic community school, serving families across the range of Jewish involvement and observance.

The Shefa School is growing rapidly. We opened our doors in 2014 with just 24 students, and our enrollment is now approaching 230 students. We continue to grow each year, and last year moved to a new state-of-the-art facility on the Upper West Side.

About the Position:

The Shefa School is seeking a Communications and Marketing Manager to work full-time, twelve-months, in person. The Communications and Marketing Manager will create marketing campaigns to increase the enrollment of new families and retention and engagement of current families as well as assist with development efforts. The Communications and Marketing Manager will play a leading role in telling the story of the Shefa School to prospective families, current families, alums, donors, interested professionals and faculty/staff through a variety of media channels to support the mission of the school. A successful candidate will be passionate about the mission of the School and understand the opportunities that are available to learn and develop within a growing school and professional team.

The School's Communications and Marketing Manager serves on the school's Operations Leadership Team and is a key part of our growing and dynamic community. This is ideal for a self-starter with an entrepreneurial spirit who is excited to join our team.

Key Responsibilities:

- Content Creation and Copywriting:
 - Write clear, compelling copy for various mediums (flyers, website, press releases, calendars, social media, etc.) to inform and engage target audiences
 - Photograph and video daily life of the school and special events

- Collaborate on social media content planning, creation, and publication, including posting regular social media updates and assisting with the weekly newsletter for current families and community members, and other regular communications
- Create flyers, social graphics, videos, and other marketing assets
- Collaborate with Admissions and Development (fundraising) to create and implement marketing and engagement plans to improve enrollment, retention, and fundraising through all media channels, including website, advertisements, print, email, and at-school experiences
- Communications Planning, Development, and Publication:
 - Plan, compose, format and distribute much of the school's electronic communications
 - Create editorial calendars to plan and coordinate publication of communications across channels
 - Support faculty and administration in creating on-brand emails and social media content and regularly share classroom news that effectively illustrates our values, mission, and weekly activities with families and beyond
 - Maintain relationships with advertising and communication vendors as well as work in coordination with external consultants / agencies

Qualifications:

- College degree in communications, public relations, journalism, marketing, or related field
- 2+ years relevant work experience in communications and experience working in a nonprofit or school setting preferred
- Enjoys being a part of the vibrant community life of the school
- Able to handle change and shifting priorities and is both flexible and adaptable.
- Brings strong writing and editing skills in a variety of contexts (web, email, social media, advertisements, etc).
- Pays close attention to the details in design and writing
- Experience working collaboratively across various departments and is a team player
- Detail-oriented, creative, independent and takes initiative
- Strong project management and prioritization skills
- Aptitude for technology and for learning new systems, software, research based practices and platforms
- Experience with Canva and/or Adobe Creative Suite, bulk email systems, and social media schedulers preferred

We believe in investing in our employees' development and aim to provide a supportive work environment characterized by thoughtful and generous feedback and opportunities for growth and advancement.

The Shefa School is committed to the values of diversity, equity, and inclusion and ensuring a warm, welcoming, and nurturing environment for all. We are an equal opportunity employer and do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status. We especially encourage candidates from historically underrepresented communities to apply.

Salary Range: \$60,000-\$85,000 competitive and commensurate with experience

Start Date: Immediately

Please send a cover letter and resume to: jobs@shefaschool.org

(Optional to include a writing sample and/or designed collateral or social media sample)