International Fellowship of Christians and Jews®



Vice President of Marketing and Communications

About International Fellowship of Christians & Jews



Our Mission

The International Fellowship of Christians and Jews (The Fellowship) is the leading non-profit organization building bridges between Christians and Jews, blessing Israel and the Jewish people around the world with humanitarian care and lifesaving aid.

Our Founder

Founded in 1983 by Rabbi Yechiel Eckstein, The Fellowship has been leaders in Jewish-Christian relations, building bridges of goodwill that have led to greater understanding and cooperation between members of these two great faiths. The Fellowship has helped hundreds of thousands of Jews escape poverty and anti-Semitism and return to their biblical homeland. This work has touched the lives of millions of Jews in Israel and around the world, provided life-giving aid to Israel's victims of war and terror, and much more.

Global Reach

Led by its President and Global CEO Yael Eckstein, The Fellowship provides critcial support to the needy in Israel and in Jewish communities around the world, promotes prayer and security on behalf of the Jewish state, and facilitates a crisis response strategy during conflicts.

The Fellowship now raises more than $300 million per year, largely from the generosity of evangelical Christians, and has 2.9 million supporters and advocates. Since its founding, The Fellowship has raised more than $3.6 billion for this work. The organization has offices in Jerusalem, Chicago, Toronto, and Seoul.

The Fellowship has provided humanitarian aid to millions of people in more than 47 countries, and its robust communications network including teaching, television and radio programs, and web contacts reaches many millions more in some 100 countries each day, creating an enormous groundswell of aid and good will.

Helping Others

Through programs within global reach of direct assistance such as food, medicines, blankets and heat for disadvantaged individuals and families in Israel, The Fellowship provides humanitarian aid to more than 2 million people in need worldwide, including the elderly, Holocaust survivors, children, and victims of terror.

The Fellowship has enabled more than 780,000 Jews to immigrate to Israel (make Aliyah) and move toward stable lives in the land of their forefathers. Thousands more are helped through dozens of security projects funded by The Fellowship around the world. Many of the poorest Jewish families in the world live in the nations of the former Soviet Union and small Jewish communities worldwide, where The Fellowship provides vital food and supplies each year.



Building Understanding

The Fellowship's communication and advocacy programs are reaching millions of people daily through the following channels:

Radio: The Fellowship's radio programs are heard on 1,750 radio outlets via satellite by over approximately 22.4 million listeners each week on six continents.

Television: The Fellowship's extensive television programming with specials airing on local, national, and satellite TV in the U.S., Canada, and South Korea nearly every day, reaching over 80 million viewers a week, which highlights the needs of Jews in Israel, the former Soviet Union, and around the world.

Social Media: The Fellowship has a strong and rapidly growing social and new media presence, with over 1.9 million Facebook followers, and an influential Twitter, YouTube, and Instagram presence.

Websites: The website provides information on The Fellowship's work, news, and educational resources to supporters worldwide with an average of 2 million monthly impressions.

Publications and Other Contacts: Daily or weekly e-publications are sent to more than 4.9 million subscribers; print mailings are sent to over 783,000 supporters, and over 700,000 calls are made to partners yearly. The Fellowship receives around 11,000 gifts per day, with an average gift being $82.

Books: Rabbi Eckstein has penned several books throughout the years that have built a bridge of understanding between Jews and Christians and made it possible for cooperation on common causes.

Church outreach: The Fellowship is actively engaged with over 4,000 churches and clergy.



Awards & Recognitions

2025 BEST PLACES TO WORK FOR WOMEN
CERTIFIED BY Best Companies Group

CRAIN'S CHICAGO BUSINESS
NOTABLE
LEADERS IN PHILANTHROPY

PRESENTED BY ILLINOIS SHRM AND BEST COMPANIES GROUP
2025 BEST WORKPLACES IN ILLINOIS

Platinum Transparency 2025
Candid.

CHICAGO SUN-TIMES
Chicago's Best Workplaces

NPT's BEST NONPROFITS TO WORK FOR ★2025★

GREATNONPROFITS
2025 TOP-RATED
NONPROFIT

THE JERUSALEM POST
50 MOST INFLUENTIAL JEWS

Programs

Alleviating Poverty

Delivering on-the-ground, lifesaving care, food, and support to help impoverished Jews and Holocaust survivors; filling basic needs and providing companionship.

Providing Security

Saving Jewish lives by providing support, ongoing safety measures, and emergency preparedness to first responders, hospitals, synagogues, and other Jewish institutions.

Making Aliyah

Fulfilling biblical prophecy by helping Jews immigrate to Israel and supporting them before and after their arrival in the Holy Land.

Supporting Fellowship

Building bridges between people of faith through educational resources that teach Christians about the Jewish roots of their faith and apply biblical principles to everyday life.

142,000
Holocaust survivors & elderly Jews received food, medicine, warm winter clothes, blankets, & other basic needs

937,000
children and families received food, medicine, clothing, & other basic needs

800,000
people were provided with security worldwide

3 million
meals were served through Fellowship-supported soup kitchens worldwide

More than 6,000
people made *aliyah* (immigrated to Israel) with the Fellowship

The Opportunity



The International Fellowship of Christians and Jews (The Fellowship) stands as one of the most influential humanitarian organizations serving the Jewish people and the nation of Israel. Through the generosity of a deeply committed base of evangelical Christian supporters, the organization mobilizes nearly $300 million annually to provide humanitarian aid, security assistance, and social services to vulnerable Jewish communities in Israel and around the world. The Fellowship's work represents a unique bridge between evangelical Christian supporters and the Jewish people, creating a powerful partnership that provides both spiritual solidarity and tangible support to communities in need.

To advance this mission and strengthen its public voice, The Fellowship seeks a Vice President of Marketing and Communications who will lead the organization's global brand strategy, communications platform, and marketing operations. This executive will oversee the development and execution of integrated marketing, communications, and public relations strategies designed to elevate brand awareness, communicate the organization's mission and impact, and support the fundraising initiatives that fuel The Fellowship's global humanitarian work.

Reporting directly to the United States CEO & Global Chief Operating Officer and serving as a member of the senior leadership team, the Vice President will guide the strategy and performance of the organization's marketing and communications functions. The role oversees brand positioning, content development, public relations strategy, production teams, and communications platforms that ensure The Fellowship's message remains clear, compelling, and consistent across all channels.

The Vice President will play a critical role in ensuring that marketing strategy and messaging are closely aligned with The Fellowship's integrated fundraising model. The organization's donor base consists primarily of evangelical Christian supporters who respond to mission-centered storytelling, faith-informed messaging, and clear demonstrations of humanitarian impact. The Vice President will lead and mentor a talented marketing and communications team while helping to strengthen systems, processes, and strategic alignment across departments.

Essential Responsibilities

The ideal candidate will bring both strategic vision and operational leadership, with the ability to guide a high-performing marketing organization in a fast-paced and results-oriented environment.

Brand Marketing and Communications Strategies:

- Develop, implement, and execute comprehensive marketing and communications strategies to advance The Fellowship's mission and objectives, increasing brand awareness.
- Define and maintain a consistent brand image and voice across all marketing channels to increase brand awareness and reach.
- Develop brand positioning and messaging that resonates with The Fellowship's target audience.
- Foster and lead relationships with key business partners, vendors, and media outlets to maximize marketing reach and impact.
- Act as a brand ambassador, representing The Fellowship's Global Core Values and maintain consistent brand identity across all touchpoints.
- Collaborate with different teams, including Content, Integrated Fundraising, and Operations, to ensure seamless alignment and the execution of marketing initiatives.





Market Research, Analysis, and Budget Management:

- Monitor market trends, donor feedback, and adapt branding strategies.
- Measure, analyze, and report on marketing campaign performance to inform future strategies and decisions.
- Utilize data-driven insights to evaluate content and channel performance and make recommendations for continuous improvement.
- Stay well-informed with the industry's advancements and the emerging marketing trends and technology.
- Highlight a strong understanding of how AI can be leveraged within workflows and creative development.
- Allocate resources across activities and predict future marketing plan needs and marketing initiative costs to ensure optimal spending and ROI.

Marketing and Communications Leadership and Management:



- Ensure the Marketing and Communications department delivers effective campaigns to generate leads, increase brand awareness, and drive growth.
- Guide brand building, brand identity, and strategic positioning initiatives to strengthen the brand portfolio.
- Collaborate with cross-functional teams to ensure cohesive and effective marketing campaigns.
- Recruit, train, manage, and nurture Marketing and Communications staff through goal setting, mentorship, evaluation, and recognition.
- Oversee the creation of captivating marketing collaterals, including brochures, flyers, newsletters, advertisementsadvertisements, press releases, and digital content.
- Optimize multi-channel marketing efforts to reach target audiences effectively.
- Participation on the Senior Leadership Team, with responsibility for supporting the U.S. CEO in organizational decisions and policy development.
- Work directly with the Global CEO on her personal brand management and content strategy as it relates to The Fellowship.







Knowledge, Skills, and Abilities

- Bachelor's degree in business administration, marketing, communications, or related business field required. Master's degree in business administration, marketing, communications, or related is preferred.
- 10+ years in a senior leadership role with responsibility for leading a team.
- Proven experience in marketing with a focus on strategy development and execution. Ability to operate successfully in a fast-paced environment.
- Experience working with and partnering alongside leading influencers and media partners within the faith-based and conservative news landscape.
- In-depth understanding of marketing channels, recurring revenue business models, and acquisition methods. Demonstrated experience with emergency-response fundraising.
- Strategic thinker with a passion for brand building and market positioning using excellent communication and interpersonal abilities.
- Excellent organizational, interpersonal, written, and verbal skills with the ability to inspire, empower, and motivate staff to perform with excellence.
- Demonstrable success creating, articulating, developing, implementing, and tracking strategies geared to market and revenue growth.
- Experience negotiating, managing, and overseeing multiple partner and vendor contracts.
- Understand and leverage faith-based motivators that drive response from the Evangelical Christian community, ensuring communications are on brand, in The Fellowship's voice, and appeal to targeted constituents.

Applications & Nominations



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Applications and nominations will be received until the position of Vice President of Marketing and Communications is filled. To apply, please submit a resume and a letter of interest (addressed to the International Fellowship of Christians and Jews) to Matt Minier at mminier@carterbaldwin.com. Review of applications will begin immediately.

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