



# PRIZMAH

Center for Jewish Day Schools

**Position:** Marketing and Communications Coordinator, Full Time, Non-Exempt

**Reports to:** Cheryl Rosenberg, Senior Director, Marketing and Communications

**Department:** Marketing and Communications

**Location:** New York City

**Date:** July, 2021

## ABOUT PRIZMAH

Prizmah is the network for Jewish day schools across North America. We partner with day schools, yeshivas, philanthropists, and communities from all denominations, helping them grow their reach and impact and tackle the challenges on their paths to success.

Educating our children is the most important investment we can make in their future. Jewish day schools inspire and nurture young people, prepare them for remarkable and meaningful lives, and enable them to thrive.

Prizmah enhances the ability of schools to excel. Prizmah is building networks for schools and their supporters to connect, learn and drive impact –deepening talent by investing in professional and lay leaders; catalyzing resources to generate funding for schools to flourish; and accelerating educational innovation, to foster teaching and learning opportunities that empower students.

At Prizmah, we see what is possible for Jewish day schools, and we're passionate about making that vision a reality.

## POSITION SUMMARY

Prizmah is seeking a detail-oriented, resourceful, and highly-organized individual to serve as our full-time marketing and communications coordinator who will facilitate the delivery of work needed to build, strengthen, and promote the Prizmah brand on a proactive and as-needed basis. The marketing and communications coordinator will provide support to the senior director of marketing and communications and the rest of the marketing team, as well as maintaining excellent relationships with colleagues across the organization who depend on marketing and communications to support their work.

By providing support in our New York office and remotely, the marketing and communications coordinator will serve as a project manager and monitor individual project timelines and associated tasks. This position calls for a growth-mindset and an enthusiasm for learning as well as strong copy-writing and proof-reading skills. The ideal candidate is organized, flexible, tech-savvy enough to learn quickly, and has an eye for good design. Experience with presenting data, using CRMs, email marketing,

social media, web-editing, basic knowledge of reading Hebrew, and graphic design all pluses in this position.

## **CORE RESPONSIBILITIES**

### **Organization and Planning**

- Help design and implement systems for effective workflow and project management
- Organize and catalog digital and print marketing materials
- Maintain and update the marketing calendar in order to set weekly and monthly communication calendars and agendas for the team
- Keep track of key data relating to strategic communications
- Provide support with collecting content, defining key messaging, and copy-writing marketing materials
- Develop and maintain a template library
- Edit and upload simple videos, and manage and organize user-friendly video and photography library
- Track press coverage of activities, events, and media related to Jewish day schools

### **Social Media, Email, and Website Management**

- Update the website as needed
- Collaborate with the senior director of marketing and communications and other Prizmah staff on concepts for fresh and timely campaigns, initiatives, and promotions
- Build effective eblasts, social media posts, and other communications based on the Prizmah brand and the communications calendar

### **Effective Communication and Project Management**

- Interface with printers, photographers, freelancers, and other third party agencies to ensure timely project delivery and payment of invoices
- Provide internal communications and updates to staff on a regular basis

## **EXPERIENCE AND QUALIFICATIONS**

- Bachelors degree, preferably in marketing, advertising, business, English, communications, or public relations
- 2+ years of relevant project management, marketing, or related administrative experience
- High level of proficiency in Microsoft Office Suite applications including Word, Excel, and PowerPoint. Mac platforms such as Keynote is a plus
- Basic knowledge in graphic arts software (InDesign, Photoshop) and HTML for website applications, or willingness to learn. Experience with Drupal (8) is a plus.
- Attention to detail and a high standard for written and verbal communications
- Strong design sensibilities and ability to help others adhere to the brand

- Ability to take direction, ask clarifying questions, and run with it, while managing a full and fast-paced workload
- Highly-organized and good time management skills is a must

## **WHAT WE OFFER**

- Prizmah offers an excellent benefits package that includes comprehensive health insurance with a range of plans to select from, matching contributions to 401k, flexible spending accounts, vacation and sick time, and parental leave.
- Early close on Fridays for Shabbat and on the Erev (eve) of other Jewish holidays. Closed for Jewish Holidays.
- Flexible hours.
- A work environment that prioritizes building a strong work-place culture. We value learning and professional development. You will be a part of a great team that cares deeply about the work we do and each other.
- Competitive salary in the non-profit field in the range of \$52,000 - \$55,000

To apply, please send a cover letter and resume to [employment@prizmah.org](mailto:employment@prizmah.org). Please include **Marketing and Communications Coordinator** in the subject line.