

Position Title: Communications and Content Manager

Reports to: Senior Director of Operations

Organization Overview & Vision:

At Congregation Emanu-El, we believe that Judaism guides us on our journey to be better people, create stronger community, and repair the world. Emanu-El is the fifth largest Jewish Reform congregation in the United States, with approximately 1900 households, and is the oldest Jewish congregation west of the Mississippi. Officially established in 1850, and located in a landmark temple in San Francisco, Emanu-El serves as a foundation of community life for Jews and non-Jews, for members and non-members, with innovative programs in worship, community, and education that span the cycles and events of life. In 2025, after an extensive capital project to revitalize our historic building and to expand our ability to meet the strategic goal of being a welcoming and accessible home to all Jews throughout the Bay Area, we will be reopening our doors and expanding our programs to serve the evolving needs of our Jewish community. Position Summary:

Congregation Emanu-El seeks a strategic, detail-oriented, tech-savvy, and self-motivated Communications and Content Manager with experience handling both internal and external communications and marketing. The ideal candidate will partner with key stakeholders to guide and implement a communications/marketing plan for major programs and events across all channels, including website, member portal, social media, print, eBlasts, and public relations.

The ideal candidate will be skilled in project management and the ability to create innovative content that not only informs but generates excitement about the synagogue and its programming for current members, prospective members, and the larger community. Excellent writing, editing, proofreading, and layout skills are required to implement the strategy. Strong knowledge and understanding of current trends in new media, and a keen sense of design, are essential for this role. A high level of digital literacy is required for creative cross platform marketing and communication.

The Communications and Marketing Manager will work closely with the Senior Director of Operations, Senior Director of Strategic Initiatives, clergy, and program staff to ensure that all of the congregation's internal and external communications and marketing are consistent, engaging, accurate, and advance organizational priorities. This role will have a dotted line reporting relationship with the Director of Technology and will manage one full-time remote staff member in the Communications and Marketing Department.

Responsibilities:

- Lead the creation and publication of content across channels that engages stakeholders and leads to measurable engagement (such as volunteering, joining, and participating in programs).

- Oversee the communications calendar for the organization, including day-to-day workflow of communications requests, scheduling, and assignments of direct report(s) to ensure projects are completed in a timely and quality manner.
- Review and update an organization-wide style and branding guide and manage its implementation across departments.
- Collaborate with the Technology team to develop design and implement strategy for the use of the online Member Portal, including user experience.
- Ensure the website and member portal remain up to date by partnering with relevant stakeholders to reflect current offerings and accurate details.
- Oversee strategic High Holy Day communications plan including updating and maintaining a dedicated website, live stream and chat, and workflows around video editing and posting.
- Manage and strategically utilize video, audio, and still photography recording of key events and oversee Emanu-El's digital photo library to enhance communications and marketing efforts
- Work with the IT department to ensure the Communications and Marketing Department are using the most effective technical tools, software, and systems, and that department staff are highly adept at using these tools, maintaining skills as the tools evolve.
- Research trends in synagogues, houses of worship and nonprofits across the country and implement best practices
- Build and manage a communications/marketing budget.
- Manage all media contacts and develop relationships with new contacts
- Manage vendors and/or consultants involved in communications/marketing efforts

Who You Are (Essential Skills/Abilities):

- Excellent writing, editing, and verbal communications skills with a keen attention to detail and dedication to accuracy.
- Excellent project management, organizational skills, and attention to detail.
- Leadership and management skills to enhance and grow communication/marketing strategy throughout the organization, including training staff on best practices in this area.

- Ability to manage a variety of projects and initiatives concurrently.
- Commitment to working collaboratively with all constituent groups, including staff, clergy, board, volunteers, program participants, and other supporters—a team player who can both lead and carry out the vision of other leaders when directed.

Qualifications:

- Bachelor's degree and 5 years of experience in marketing, publications, or a related field required.
- High level digital literacy and proficiency in CRM/database systems (Salesforce preferred), Marketing Cloud, Experience Cloud, Microsoft Office 365, WordPress, and software programs including InDesign, Photoshop/Adobe Creative Suite, and Canva.

Physical Requirements:

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at times.
- Must be able to access various departments of a given location.

Benefits and Salary:

- We offer a competitive salary commensurate with experience and full benefits, including health, dental, vision, and life insurance, flexible benefits plan and 403b employer match.

Job Type: Full-time

Pay: \$90,000.00 - \$100,000.00 per year

Benefits:

- Dental insurance
- Flexible schedule
- Flexible spending account
- Life insurance
- Paid time off

Schedule:

- Monday to Friday

Ability to Relocate:

- San Francisco, CA 94118: Relocate before starting work (Required)

Work Location: Hybrid remote in San Francisco, CA 94118

If interested, please send resume and cover letter to: CommunicationsManager@emanuelf.org