



jewish film institute

**Jewish Film Institute
Marketing & Communications Manager**

Title: Marketing and Communications Manager
Reports to: Director of Development and Communications
Status: Full-Time, Exempt, Salaried
Location: San Francisco, California

ORGANIZATION PROFILE

The **Jewish Film Institute (JFI)** is the premier curatorial voice for Jewish film and media and a leading arts and culture organization in the Bay Area. As the presenter of the world-renowned San Francisco Jewish Film Festival, the world's first and largest Jewish film festival, JFI champions bold films and filmmakers that expand and evolve the Jewish story for audiences everywhere. In addition to its signature summer Festival, the Jewish Film Institute presents year-round live events in the San Francisco Bay Area and online content initiatives, including JFI On-Demand and free Monthly Online Shorts. In addition to its exhibition services, JFI has a robust filmmaker support program for filmmakers working with Jewish themes through its Filmmaker Residency program, Completion Grant program, and Social Justice Teen Fellowship.

POSITION SUMMARY

The Marketing and Communications Manager supports the production of the marketing, outreach, and communications campaigns for the Jewish Film Institute. Working with the Director of Development and Communications and the staff and board, this position plays a key role in the ideation and implementation of JFI's various engagement initiatives to build JFI's brand. A key member of a highly collaborative team, you will be required to think strategically and creatively. You should be an experienced author of digital and print media and able to communicate in a highly articulate manner both verbally and in writing. The successful candidate will have a passion for film and a knowledge of how to increase brand awareness, audience engagement, and revenue through digital and print outreach strategies.

RESPONSIBILITIES

Marketing and Social Media

- Craft creative, engaging, and branded content for social media channels. Maintain social media channels' updates, mentions, and inboxes.
- Produce bi-weekly newsletters for robust email subscriber list and audience segments. Work with the Development Manager and Box Office to regularly clean and update subscriber databases.
- Implement paid digital advertising and audience targeting campaigns for events.
- Support the production of campaign briefs and marketing reports.

Website and Publications

- Take a lead role in managing JFI's website, the Institute's primary audience cultivation and messaging platform. Build a strong, asset-rich platform that reflects JFI's brand. Develop site content and annual production calendar for jfi.org and SFJFF and WinterFest sub-sites. Manage updates with staff, developers, and designers.
- Produce engaging, creative content for JFI's digital blog, The Cinegogue.
- Manage the production of the annual SFJFF printed program guide. Maintain production and distribution schedules and relationships.

- Produce clear and effective in-house graphics for signage, slide shows, reports, invitations, and other presentational documents.

Community Outreach

- Plan and support the communications activities for the engagement of specific audiences for key JFI programs and events. Craft engaging invitations to community organizations for events and visitation.
- Manage cross-promotional activities; prepare and distribute materials to outreach partners. Coordinate outreach to local hotel concierge and tourism centers.
- Collaborate with the Development Department to craft member and donor-facing messaging.
- Support the implementation of sponsorship benefits in external publications and the development of marketing assets for media partnerships.

Media Relations

- Manage the collation, production, distribution, and archiving of print and digital press kits to approved media lists.
- Respond to media requests for information as available. Request and organize press kits and assets from filmmakers and partners.
- Working with JFI's publicists, maintain production calendars, fact sheets, hold review, and screener link spreadsheets.
- Write and distribute content for calendar listings, Radio PSAs, and other media portals.

General

- Ensure brand and editorial integrity across all media platforms.
- Develop advance schedules and evaluations of the communications program.
- Execute all communications and marketing activities in an efficient, timely, and organized way.
- Effectively organize and maintain JFI's archive of press, print, media, video, audio, and photographic assets and files.
- Help maintain departmental operations manuals and guidebooks.
- Contract and support photographers for JFI events.
- Attend events as needed.

QUALIFICATIONS

- Bachelor's Degree with 2-5 years of related experience.
- Strong interest in and knowledge of film, Jewish culture, the visual arts, literature, design, media arts, and communications.
- Working knowledge of paid and organic social media and communications best practices in a cultural or media art setting.
- Demonstrated excellence in project planning with the ability to self-direct, anticipate roadblocks, meet deadlines, and prioritize among competing goals, while maintaining attention to detail.
- Ability to develop, maintain, and strengthen partnerships and work cooperatively with others on a team and across teams for the benefit of the organization.
- Understanding of website development and management practices.
- Excellent written and oral communications, and strong stakeholder engagement skills.
- Competency in Instagram, Facebook, Twitter, LinkedIn, YouTube, Microsoft Office, Google Drive, Adobe Creative Suite, and/or social media management platforms.

Nice to Have

- Local knowledge of Bay Area film, arts, and philanthropic communities.
- Experience with large-scale event production.

- Familiarity with streaming and VOD platforms.
- Experience in film, visual arts, or other professional arts environments.

SALARY

Commensurate with experience and qualifications. Excellent employee benefits include insurance for medical, dental, and vision services; employee supported retirement plan, paid vacation, paid holidays, and sick time.

TO APPLY

Please send cover letter, resumé, and writing sample via email to opportunities@jfi.org with Subject: Marketing & Communications Manager.

JFI is an equal opportunity employer. Applicants for paid and volunteer positions, and employees seeking advancement, are considered on the basis of their qualifications, and without regard to race, color, national origin or ancestry, religion, age, sex, perceived gender, sexual orientation, marital or veteran status, HIV status or medical condition, mental or physical disability, or any other characteristic made unlawful by federal, state or local laws.