



DIRECTOR OF MARKETING & STRATEGIC COMMUNICATIONS

The J's Vision & Purpose:

At our core, we believe in inspiring people to live the Jewish lives they want to live. Our dynamic team is guided by our mission: to build and sustain a caring and vibrant community hub that is welcoming to all and based on a solid foundation of Jewish values and with a strong connection to Israel.

What We Do:

From daycare to seniors' programs, fitness to recreation, Jewish learning to holiday celebrations, and everything in between, the J provides life-changing programs infused with Jewish values that inspire and enrich our members and provide a best-in-class experience.

The Right Director of Marketing & Strategic Communications:

At your core, you're a super storyteller. You want to use your powers to curate and tell the J's story to its growing community.

You have a passion first and foremost for creative & innovative marketing, but also deeply believe in building community while making the world a better place. Jewish culture, traditions, and a connection to Israel are part of your DNA.

Here's what you've already accomplished:

- You've built a successful multi-channel marketing strategy
- You've executed a winning communication strategy and your writing is journal-worthy
- Experience in event/experiential marketing and an ability to execute
- Comfortable with all matters of social media and able to advise on social media strategy
- An ability to assess client (internal and external) needs, align priorities, and develop strategic plans
- Ownership of a marketing budget

Change Lives, Work, & Grow with Us:

Work with some of the most passionate, driven, and effective community builders in the world. Not only will you help improve the quality of life for our community members, you'll also make Toronto history in promoting the opening of the expanded home of the Prosserman JCC. Be part of an environment which will challenge you and empower you to keep learning, and respect and value you as an individual.

What else can you expect?

- Swim, workout, and enjoy our programs with a free Family Membership at the J
- Jewish holiday community celebrations & paid time off to enjoy the Jewish holidays with your family
- Comprehensive wellness benefits
- Commitment to your training and career growth
- Of course, all of this also comes with a market competitive salary

How to Apply:

We welcome all applicants. Accommodations during all phases of the hire process will be made wherever possible. If you are interested in and well qualified for this exciting opportunity please submit your resume in confidence via e-mail no later than **March 31, 2019** to Jeanette Hyde, H.R. Director: jeanette@srcentre.ca

We appreciate your application, however we will only be contacting the candidates we wish to interview.



Prosserman JCC

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UJA FEDERATION
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Schwartz/Reisman
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