



SCHWARTZ/REISMAN CENTRE & PROSSERMAN JCC

DIRECTOR OF MARKETING & COMMUNICATIONS

JCC OVERVIEW:

The Schwartz/Reisman Centre (SRC) and Prosserman JCC (PJCC) are vibrant hubs of community life that serve the needs of diverse populations in welcoming, inclusive environments. Together the two campuses bring together over 25,000 community members annually with the vision of inspiring people to live the lives they want to live. We offer health and wellness, aquatics, camp, education for all ages, arts and culture, community celebrations, and much more, including our new virtual programming platform, Virtual JCC.

The JCCs employ a dynamic staff team of passionate leaders who live and breathe the JCC's mission of community building. The reach and impact of JCCs as onramps to community engagement has been steadily growing every year, and with a 110,000 square foot expansion of the Prosserman JCC prepared to open in the fall of 2020, we are poised to increase our impact like never before. This is an exciting moment for the JCCs.

WHAT JCCs OFFER:

A Powerful Mission: The role of a JCC is to bring people together to help people live happier and more connected lives. Working at the JCC means you are having a direct impact on strengthening your neighborhood and community.

Living the J: Joining the JCC team is more than a job, it's an opportunity to align your personal purpose with your work. All full-time staff receive family memberships to the SRC and PJCC as well as member value pricing on all programs. Staff are encouraged to participate in activities at the JCC and benefit from the efforts of our collective work.

Resources: The human capital at the JCCs is built upon a foundation of experience and knowledge locally, continentally and globally. JCC staff are led by a dynamic senior team and Board of Directors and have access to resources from JCC Association and JCC Global that represent over 200 JCCs.

Impact: Our vision, TO INSPIRE YOU TO LIVE THE LIFE YOU WANT TO LIVE is bold and we take it seriously. This leads the JCCs into several program areas that are designed to positively impact lives regardless of age, stage and abilities. We are changing our community, one life at a time.

Leadership: The JCCs operate in a not for profit environment that seeks to maximize every dollar to ensure we optimize social impact. As a result, we rely tremendously on the leadership abilities of our staff to discover internal and external collaborative opportunities. JCC staff are transformative community



leaders and we are committed to professional development to ensure that we remain best in class.

DIRECTOR OF MARKETING AND COMMUNICATIONS POSITION OVERVIEW:

The right candidate will be fearless and opportunistic as they lead the JCC's marketing strategy into a new, unprecedented era. The pandemic has created challenges and opportunities that must be navigated through and capitalized upon to ensure that the JCC's revenue streams remain in a position of strength in a post-COVID-19 environment. JCCs are on the cusp of a historic moment for the Toronto Jewish community with the expansion of the Prosserman JCC, an investment that will transform the Bathurst Manor Neighborhood, while the Schwartz/Reisman Centre remains the town square of the Vaughan Jewish Community. Leveraging the impacts of our multi-campus platform will be a critical component of our strategy moving forward as the JCC brand scales across the community.

Marketing Director Highlights

Business Development: Create and implement a sales-generative marketing plan to support the growth of the JCC's core businesses that specifically includes:

- Prosserman JCC
 - Early Childhood Education
 - Health and Wellness
 - Membership (value)
 - Camping (launch new location)

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 - Camping (revitalize after COVID-19)

Support the JCC Mission: In addition to our revenue-generating services, the JCCs offer countless program engagement opportunities that help people live the lives they want to live and create immense social impact. The Marketing Director will identify opportunities to support the existing mission programs and create the necessary community outreach to identify potential new ones.

Elevate the JCC: Develop a brand strategy to showcase and clearly communicate the value of belonging to the JCC.

Tell the Story: Build and execute a communication strategy focused on community and identity building to deepen member connections, attract new members, broadcast our programs and support our fundraising initiatives.

Streamline: Cultivate and maximize assets and resources to support the marketing efforts of the various departments of the JCC.

Cultivate Leadership: Support and inspire team members, colleagues and partners to achieve new heights, and work to strategically enhance the knowledge base and



impact potential of the organization. Work directly with the Board of Directors' Marketing Committee to align objectives and report on results.

Digital Transformation: Lead the development of the creation of a new JCC website that integrates the Schwartz/Reisman Centre and Prosserman JCC activities as well as our new Virtual JCC platform. Identify other digital opportunities (i.e. mobile app, digital signage on campuses, etc.) and execute upon the strategy.

Direct Reports: The Marketing Director will join our senior management team. The position will report directly to the Executive Director and/or Chief Operating Officer and will oversee our in-house Marketing staff, while also liaising with our Marketing Agency.

Key Attributes: The successful candidate will have a stellar 5+ years track record in a Marketing Director role, managing a multi-faceted marketing team. They will also be strong in developing and managing high-level marketing and communication strategies and be able to demonstrate their creativity and marketing successes as well as their organizational skills and ability to meet tight deadlines. They will be good listeners and flexible to change and seize new opportunities. Above all they will be a leader in leading-edge digital technology and marketing platforms and be able to bring the J's vision and mission to life. Jewish life and culture is part of their experience and they will be able to inspire and lead by powerful example.

Application Process: 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 **August 27, 2020** to Jeanette Hyde: jeanette@srcentre.ca. Please clearly state the job title in your email subject line.

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