

Director of Communications

Organization: Congregation Emanu El was founded in 1944 and, with a membership of more than 1600 families, is one of America's largest Reform synagogues. The congregation boasts numerous active affinity groups to serve our diverse congregation, as well as two thriving education centers: the Helfman Religious School for K-12 learners and The Becker School, which serves our youngest learners. Emanu El has been a leader in community service, education, arts and culture, and social justice since its inception. The two statements which flank our pulpit, "Do justly, love mercy, walk humbly with God" and "Be a light unto the nations," reflect the dual commitment of Emanu El: to teach our members the values through which Jews infuse their lives with spiritual meaning, and to provide them a place to bring those values to life through service to the Jewish people and all humanity.

Job Title: Director of Communications

General Description: The Director of Communications (DOC) will direct all communications in a strategic, thoughtful approach, ensuring that a consistent, well-articulated voice of the congregation is presented across all communications channels. The DOC will develop and implement a communications strategy and will direct and manage all digital, print, internal and external communication consistent with this strategy. This is a senior-level staff position with a strategic role which reports to the Executive Director. The DOC will collaborate with clergy and staff to provide communications support as needed, and also with Board and lay leadership as requested by Executive Director. The DOC will manage current staffing of our internal Communications Designer.

Duties and Responsibilities:

- Create a comprehensive communications plan and ensure it is implemented within the organization
- Bring best-in-class communication practices to the organization, including industry trends and opportunities
- Respond to regularly evolving communication needs
- Develop high quality, consistent, sophisticated communications that convey warmth and accessibility and inspire engagement across print, digital, social media, website, and media relations
- Work in partnership with staff and clergy to make certain the most important messages are communicated clearly
- Provide communications direction, guidance and support for:
 - clergy (e.g., High Holy Days, service materials, etc.),
 - department staff (to promote their events and ensure success),
 - schools/education staff (to reach multiple constituencies, e.g., parents of students and the broader congregation),
 - board of trustees and other lay leadership; and,
 - congregational advancement

- Write (or direct skilled writers, either internally or externally) to represent the congregation's message effectively
- Direct the creation of all materials for digital and print publication to maintain the voice throughout all communications. This includes weekly email blast, monthly bulletin (print and digital), and additional event promotional materials
- Manage work done with external professionals such as graphic designers, printers, etc.
- Manage the public-facing website; responsible for keeping all content up to date
- Manage all media relations including cultivating media contacts and responding to media inquiries
- Oversee design, content, production of all communication materials

Experience/Qualifications

- Bachelor's degree in marketing, journalism, communications or related field
- 5+ years of experience in marketing, communications, PR or related field
- Entrepreneurial, able to generate quick creative solutions and long-term programming ideas
- Proficiency in communicating and engaging a wide range of constituencies
- Experience advising leadership with strategic communications counsel
- Excellent media relations skills and existing relationships with the media is a plus
- Strong writing, editing and content creation skills
- Experience building social media strategies
- Excellent media relations skills
- Experience leading and managing staff
- Ability to perform at both the strategic and tactical levels
- Ability to work independently and to lead and collaborate on a team
- Ability to multi-task and manage multiple projects
- Ability to work well under pressure and manage time effectively
- Familiarity with digital analytics and social media engagement tracking tools
- Proficiency in CRM/database systems (e.g., Salesforce, ShulCloud), as well as design and web design platforms (Adobe Creative Suite, Word Press, and others)
- A strong understanding of non-profit or religious organizations is desirable
- A strong understanding of Jewish rituals, customs, holidays and congregational relationships will be advantageous

Compensation: Competitive salary based on experience with excellent benefits, including pension and health insurance.

Please send cover letter and resume to info@emanuelhouston.org.