



JEWISH RELIEF AGENCY

Jewish Relief Agency (JRA) Marketing, Communications & Social Media Manager

Are you a passionate storyteller with a knack for digital engagement? Do you want to use your talents to make a real difference in the world? Do you care about feeding our neighbors in need? The Jewish Relief Agency (JRA) is seeking a Marketing, Communications & Social Media Manager to help us share our vital work with a broader audience.

For 25 years, the Jewish Relief Agency (JRA) has been bringing together individuals of all means, ages, and backgrounds to address our community's physical, social, and spiritual needs, fulfilling our unique desire to care for one another and do good in the world. Built on the foundation of our monthly food distribution, our programs relieve the pangs of hunger, bring meaning to our recipients and volunteers, and foster a caring and connected community. To fulfill our mission, JRA relies on a dedicated network of over 10,000 volunteers who pack and deliver food and essential supplies to 3,400 households each month across Greater Philadelphia.

Over the years, JRA has established additional programs to meet community members at their point of need. Our array of supportive services, which includes the Family Friendly Food Program (healthy snack items for children), the Everyday Essentials Program (toiletries), the Crisis Fund, Period Packs Program, Diapers and Incontinence Supplies, Judaica Program, and Summer Fresh Produce Program, alleviates some of the stressors felt by the families we serve.

At JRA, we believe in the power of community and the importance of helping those in need. We bring hope, health, and healing to the world, and we're seeking someone who can capture the spirit of our mission and amplify our impact through compelling narratives and a strategic online presence.

This role is perfect for a tech-savvy individual who thrives on creativity and connection. You'll be instrumental in crafting our message, engaging our community, and ensuring that the stories of our volunteers, recipients, and the impact of our work are heard far and wide.

Responsibilities:

- **Content Creation:** Develop and produce engaging written, visual, and video content for various platforms, including our website, email newsletters, social media channels, and fundraising materials.
- **Storytelling:** Identify and craft compelling stories about JRA's impact, volunteers, and the individuals and families it serves. Conduct interviews and gather testimonials to bring these stories to life.



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- Social Media Management: Manage and grow JRA's social media presence across key platforms (e.g., Facebook, Instagram, LinkedIn, X/Twitter). Develop and implement a content calendar, engage with followers, monitor trends, and analyze performance to optimize results.
- Email Marketing: Assist in creating and distributing email campaigns, including newsletters, appeals, and event promotions.
- Website Updates: Assist in maintaining and updating the JRA website, ensuring content is fresh, accurate, and optimized for optimal user experience.
- Media Relations Support: Assist with drafting press releases and other media outreach materials as needed.
- Brand Consistency: Ensure all communications align with JRA's brand guidelines and voice.
- Analytics & Reporting: Track and report on the performance of marketing and communications efforts, using data to inform future strategies.

Qualifications:

- Proven experience in marketing, communications, and social media management, with a strong portfolio showcasing your storytelling abilities.
- Excellent written and verbal communication skills, with a keen eye for detail and the ability to craft compelling narratives.
- Proficiency with social media platforms and scheduling tools.
- Familiarity with Jewish customs and traditions, and the ability to speak to Jewish and secular audiences
- Experience with content creation tools (e.g., Canva, Adobe Creative Suite) and basic video editing software is a plus.
- Familiarity with email marketing platforms (e.g., Mailchimp, Constant Contact).
- Basic understanding of website content management systems (CMS).
- Ability to work independently and collaboratively in a fast-paced environment.
- Passion for JRA's mission and a commitment to helping those in need.
- Work at least four days a week out of our Bala Cynwyd office.
- Approximately 1-2 days a month, including one Sunday each month, connect with volunteers, staff, and clients in person to produce content promoting JRA during the Monthly Food Distribution.
- Must be able to lift 25 pounds
- Must have a valid driver's license and access to a car



Why Join JRA?

This is a unique opportunity to use your creative and technical skills to make a tangible difference in the lives of others. You'll be part of a dedicated and passionate team committed to our mission. We offer a flexible, part-time schedule that allows for a healthy work-life balance.

If you're a skilled storyteller ready to amplify the incredible work of the Jewish Relief Agency, we encourage you to apply.

Salary: \$48,000 - \$50,000 per year based on experience

**If you think you are the right person for this role, please send the following to
jobs@jewishrelief.org:**

- Your resume
- A brief statement of interest