



# AEPI DEVELOPING LEADERSHIP *for the* JEWISH COMMUNITY

## Associate Director of Marketing & Communications

### Overview

The Associate Director of Marketing & Communications will play a vital role in the growth and strategy of Alpha Epsilon Pi (AEPi) and the Alpha Epsilon Pi Foundation (AEPi Foundation). In this role you'll have the unique opportunity to design and implement the strategy for development communications, and work with the entire organization in an integrated fashion to further the goals of the organization. This position reports directly to the Director of Marketing & Communications, and will collaborate closely with the various departments within AEPi and the AEPi Foundation. This is a remote position.

### Job Responsibilities

- Responsible for the development and implementation of marketing strategies and campaigns for AEPi initiatives and AEPi Foundation fundraising campaigns
- Collaborate with internal departments to identify upcoming communication needs, including those related to events, AEPi leadership programs, donor proposals, stakeholder engagement, chapter programs, and more
- Manage website design and functionality for [aepi.org](http://aepi.org) and [arc.aepi.org](http://arc.aepi.org)
- Creating fundraising collateral for campaigns including presentations, donation forms, booklets, and displays
- Creating and distributing toolkits for major campaigns, such as Founders Day
- Facilitate digital alumni engagement/stewardship such as specific chapter updates
- Ensuring each campaign is measurable using the tools provided within the CRM
- Organizing direct mail efforts for the Foundation, including segmentation, design, and implementation
- Develop outlines for video content that can be used at events or shared with donor/donor prospects. This includes a "Why AEPi" video that will highlight the many facets of what AEPi does
- Oversee the Foundation's parent holiday campaigns. This includes working with vendors to create a webpage and promotion of the offerings. This also includes making sure that the campaign is being promoted enough in advance of the holiday
- Creating a refined giving club program, with exceptional branding and clear outline
- Managing the Foundations donor stewardship program, including donors who
  - Make one-time payments
  - New pledge commitments and renewals
  - Participate in special donor campaigns

## **Skills**

- Strategic thinker and a proactive self-starter who can manage projects to completion
- Ability to make independent and accurate decisions with tact and diplomacy
- Excellent oral and written communicator, with fluency in written and spoken English
- Ability to work on multiple assignments, independently or as a member of a team
- Proficiency in Adobe Creative Cloud, ActiveCampaign, WordPress, and Microsoft Office Suite
- Highly organized and strong planning skills, with attention to detail

## **Work Experience**

- Minimum three years working in marketing, communications, advertising, media, or a related field
- Experience designing and implementing successful fundraising and marketing campaigns using various mediums
- Understanding of, or experience working in, the Jewish community preferred

To apply, submit a cover letter, preferred salary range, and a resume to [info@aepi.org](mailto:info@aepi.org). In addition, please include 2-3 examples of relevant past work with your application.

AEPi has competitive benefits including: 401k (3% employer contribution to 401k after 12 months of employment), employer-paid long and short term disability, employer-paid medical insurance, and paid time off. This is a remote position. Some nights/weekends may be required, with domestic travel sparingly throughout the year. For more information please visit [aepi.org/jobs](http://aepi.org/jobs).