



Romemu Marketing Manager Job Description

Position Title:	Marketing Manager
Reporting:	Direct: Executive Director Indirect: Brand Marketing Agency
Employment Status/Hours	Full-time, Salaried / (enter hours) or as directed. Business demands may require longer hours on some days and occasional weekend work.
Hiring Pre-requisites	Bachelor’s degree or commensurate combination of education and experience. Equal opportunity employer.

Position Overview:

The Marketing Manager will work with senior executives to help develop the communications strategy and will be responsible for executing all communications, website, and public relations messages and collateral to consistently articulate Romemu’s mission, communications, and brand. The Marketing Manager will focus on the overall member experience, and work closely with staff and Romemu lay leaders as a communication’s partner.

About Us:

Romemu is a rapidly growing community dedicated to building and renewing joyous, exciting, and grounded Judaism. Located on the Upper West Side of Manhattan, Romemu is a community organized around religious traditions, updated to the spirit of the 21st Century. Now, entering our 11th year, the community, footprint, and influence are growing rapidly. Romemu now has over 600 families, hundreds of thousands of followers, and 1 million + unique subscribers on Sound Cloud.

Area of Responsibility:	Ave. Percent of Time
Serving as Marketing Manager , the manager will be responsible for driving day-to-day Romemu’s marketing communications, supporting the growth of the organization. The Marketing Manager will help coordinate a broad spectrum of integrated marketing communications programs from conception through execution – including crafting the communications.	100%

Position Requirements:

Romemu is seeking a Marketing Manager who has at least 3-5 years of marketing and communications experience, ideally in an “in-house” role with a complex (5,000 plus constituents) nonprofit or for-profit entity, covering areas such as the development of website content, newsletters, and donor communications. The ability to take knowledge and transform it into creative, powerful messages, and disseminate to the right audience through the best channels is critical.

- Must have a strong “can-do” philosophy with an outgoing personality and a high-level of professionalism. Position continually requires demonstrated poise, tact, and diplomacy.
- Must be able to interact, collaborate, and communicate effectively with staff and lay leadership.



- Must have good listening and comprehension skills; superior written and verbal communications skills, interpersonal skills, and project management skills
- Must have excellent writing/editing skills and verbal communications skills with technical competency in database, design and publishing software.
- Must be self-directed and highly motivated, possessing superior organization/administrative skills, effective problem-solving skills and strong critical thinking skills.
- Must be a relationship builder with flexibility and finesse to “manage by influence.”
- Must have the ability to function with a high level of proficiency in a fast-paced, deadline sensitive and rapidly changing environment. Attention to detail with the ability to prioritize work effectively is required.
- Must have the leadership ability to serve as a unifying force and to position communication discussions at both strategic and tactical levels.
- Must have a demonstrated ability to successfully manage multiple competing tasks and demands without service failures and conflicts.
- Must be highly proficient in using MS Office Suite applications (Outlook, Word, Excel and PowerPoint), digitally proficient, and knowledge of Adobe Creative Suite.
- Must demonstrate a commitment to working hard, supporting the team and fostering a fun and creative environment.
- An educated and intuitive sense of the spirit and practice of Judaism

Key Duties and Responsibilities:

Marketing Manager

- Day-to-day management of Romemu communications needs, developing and writing key communications on a daily basis.
- Execute creative strategies that will significantly increase awareness of the Romemu brand in target markets
- Interprets and communicates brand messaging across all member touch points – on and offsite, on and offline – to growing audience of Romemu “consumers,” ensuring the use of best-in-class brand building capabilities and practices
- Provides marketing counsel to the development team to drive member acquisition and engagement
- Work directly with all outside agencies/designers to ensure their efforts deliver against stated strategies and deadlines
- Perform all assigned duties and responsibilities by the specified deadlines and zero-defect quality standards.
- Manages overall project schedules, identifies dependencies and critical paths, resolves scheduling conflicts and provides accurate and timely management status reporting.
- Acts in accordance with all company directives and policies and serves as a positive leadership role model.