

ONETABLE // Associate Director, Marketing

About OneTable:

Inspired by ancient Jewish wisdom, **OneTable** is a North American Jewish nonprofit dedicated to community building. In 2014, OneTable was initially created for those aged 21-39ish, to find, share, and enjoy Shabbat dinners, making the most of their Friday nights. Ten years later we have expanded our family of offerings to include Together @OneTable, peer-led Shabbat dinners for older adults, and Powered By OneTable, making our [signature digital platform](#) available to other engagement-oriented organizations. We are more committed than ever to making community-building accessible, inclusive, and meaningful for all—OneTable at a time.

JOB DESCRIPTION:

The Associate Director, Marketing is a full-time position reporting to the Director, Marketing + Communications. The Associate Director will plan, develop, implement, and monitor all of OneTable's marketing strategies and collateral and, in doing so, will work with all of OneTable's programs and across the OneTable team as well as with external partners and stakeholders.

Essential Functions:

- Working closely with the Director, Marketing + Communications to align marketing goals, and processes to support OneTable's strategic plan, goals, and vision.
- Creating, implementing, and measuring the success of a comprehensive marketing plan for each/all OneTable programs that will enhance OneTable's image and position within chosen markets and the general public including:
 - Email and newsletters;
 - Donor communications;
 - Inbound marketing;
 - Multimedia advertising including all types of digital ads;
 - Social media in close collaboration with the Manager, Marketing + Brand;
 - Website and Search Engine Optimization (SEO).
- Designing, implementing, and monitoring audience segmentation and engagement strategies in all marketing plans.
- Collaborating with the Director, Marketing + Communications, to oversee the production of marketing collateral.
- Overseeing the use of professional photographers and videographers, as well as the storage and organization of photo and video assets.
- In consultation with the Director, Marketing and Communications, select, order, and keep inventory of swag for all areas of the organization.

- Establishing performance goals and measures to evaluate the success of all areas of responsibility.
- Formulating and implementing policies and procedures in all areas of responsibility.
- Represent Marketing + Communications on organization-wide committees and initiatives and lead projects, initiatives, and/or committees as assigned.
- Other duties as assigned.

Key Attributes/Competencies

- 6+ years of professional experience in marketing, digital media, and/or advertising.
- Supervisory experience.
- Extensive experience leading projects and initiatives in a variety of media.
- Demonstrated knowledge of best practices in marketing, fundraising, and nonprofit culture/management.
- Self-driven and determined, able to set and reach goals, with excellent time management and prioritization skills.
- Exceptional written communication, including extensive copywriting experience.
- Excellent strategic thinking skills.
- Ability to work some evenings (including Fridays) and weekend hours.

Compensation:

The starting salary for this position starts at \$70,000 plus the following benefits:

- Health insurance — medical, dental, and vision insurance currently through Aetna; OneTable pays 85% of the healthcare premium for each employee and 50% for dependents.
- Pre-tax commuter benefits, a flexible or health spending account (FSA or HSA), short and long-term disability, and life insurance.
- Time off:
 - Paid time off (PTO) for personal, sick days, and vacation.
 - The office is closed for all major Jewish holidays and most federal holidays.
 - OneTable offices are also closed the July 4th week and December 25 - January 1.
 - As an organization rooted in the mission of spreading Shabbat, we know the importance of having time on Fridays to start winding down and preparing for our favorite weekly holiday. The OneTable offices close at 4:00 pm (local time) every Friday and at 12:00 pm on the first Friday of each month.
- Optional and discounted identity theft protection, legal assistance program, pet insurance, travel insurance, critical illness, accident, hospital indemnity insurance, and more.
- This position is an exempt salaried position, which is not eligible for overtime.

Location: OneTable offers a flexible hybrid work policy that allows you to work from anywhere in the United States. Full-time employees may choose to work from an office space (provided by OneTable) or fully remote.

To Apply:

[Click](http://www.onetable.org/careers-apply) to fill out our online application: www.onetable.org/careers-apply

Questions? Email careers@onetable.org

Application Process:

- Review of applications will begin immediately and continue on a rolling basis until the position is filled.
- Submission of a Cover Letter and Resume outlining your interest in OneTable and how your qualifications match the job description.
- 2-3 rounds of interviews with members of the OneTable team.
- Applicants who move forward may be asked to complete a written task and/or submit work samples of their past work. 2-3 professional references will also be required.
- There may be additional conversations with colleagues with whom they would be working.

Note: *OneTable seeks to increase equity in its hiring and therefore to mitigate the inside edge sometimes given to those who have relationships with “field insiders,” OneTable does not accept informal recommendations from individuals with personal connections to our staff or Board members and cannot factor such referrals into the selection of candidates for interviews.*

Equal Opportunity Employer:

We deeply value the diversity of insight, perspective, and experience brought by people from backgrounds typically underrepresented in Jewish institutions. This includes Black, Latinx, Indigenous, and Asian people, Black Jews, Jews of Color, Sephardi and Mizrahi Jews, lesbian, gay, bisexual, trans, and gender non-conforming people, and people with disabilities. We also welcome applications from people of diverse religious, spiritual, and cultural backgrounds.

The organization provides equal employment opportunities to all applicants and employees without regard to race, color, religion, gender, sexual orientation, gender expression, age, citizenship or immigration status, creed, genetic predisposition or carrier status, national origin, disability condition, marital status, status as a disabled or Vietnam-era veteran, or any other protected characteristic as established by law. In addition, the organization affirmatively seeks to advance the principles of equal employment opportunity as it applies to all policies and procedures relating to recruitment and hiring, compensation, benefits, termination, and all other terms and conditions of employment.