About OneTable: Founded in 2014, OneTable helps people feel a sense of belonging and end their week with intention. At OneTable.org, people in their 20s and 30s find, enjoy and share Shabbat, making the most of Friday night.

In 2020, OneTable expanded to a Family of Offerings: OneTable.org, Private Label (licensing our technology and method to other companies) and HereFor.com, an online platform for holidays providing content and resources for DIY gatherings. These three efforts are all designed to create more opportunities for connection.

POSITION OVERVIEW
The Director of Communications and Marketing oversees the team that brings the brands to life throughout our marketing channels, participant engagement opportunities, and donor communications. Our writing is not only informative, encouraging, and concise, but captures the joy and elevation of Shabbat.

The ideal candidate is passionate about our mission and loves the challenge of thinking critically and strategically about how to further our organization's goals through communications and marketing.

Must Haves:
- You know how to explain complex concepts in a clear, conversational, and engaging way—and when to add [Friday night] magic.
- You are committed to work focused on community-building, belonging, diversity, equity, and inclusion.
- You know that there is a huge variety of identities and voices in the Jewish and Jewish-adjacent world and you want to make them all feel at home in our brand.
- You like teams and have participated in a leadership team and successfully managed a team/staff and worked with consultants.
- You have an eye for design and know when something feels “on-brand.”
• You thrive in a fast-paced environment that requires you to manage and drive multiple projects with competing deadlines in a calm, professional manner, moving with a sense of timeliness and adaptability.
• You have a good understanding of grammar and editing - and also understand that grammar is just one of many writing tools.
• You are comfortable editing a variety of styles, without eliminating unique voices, love feedback and the editing process, and seek out constructive feedback if it is not readily given to you.
• You use Canva and ActiveCampaign, or will learn them quickly.
• You have at least a basic understanding of Shabbat and/or Judaism.
• You would rather try and be wrong than not try at all.
• You have a sense of humor about failure and own your mistakes.

Nice to Haves:
• Graphic design experience and expertise
• PR/Journalism/Agency experience
• Fluency in a second language (++ for Spanish/Russian/Hebrew)
• HTML and CSS “fluency”
• A strong understanding of/experience with Salesforce, WordPress, Squarespace, and Google Analytics
• Experience writing white papers, case studies, infographic outlines, video scripts and long-form articles

Responsibilities include:
• You will create and execute marketing and communications strategies across the OneTable Family of Offerings that will lead to saturation of the Jewish young adult population and a break into the mainstream population
• External Communications
  ○ Communicate to OneTable participants:
    ▪ Work with OneTable’s Senior Manager of Communications to manage ActiveCampaign, including sending out our weekly newsletter (the SideDish)
    ▪ Advise on social media strategy
    ▪ Work closely with the Director of Jewish Learning and Partnerships to communicate to a variety of Jewish and non-Jewish audiences
○ Responsible for creating donor communications (stewardship materials including emails, decks, etc.), fundraising campaigns (including low-level donations and user giving) in collaboration with the team
○ Work with the new business team on communications to potential Private Label clients and HereFor.com audiences
○ Develop and manage press strategy

• Build on and Manage the OneTable Look and Feel
  ○ Bring our brand to life across every aspect of the business - from setting the art direction across our channels to evolving our brand guidelines and typography
  ○ Work across cities and departments to make sure resources, event materials, pitch decks, email + social campaigns, logos, and web designs are relevant and consistent
  ○ Oversee the website audits, design updates, and informational changes.

• Data and Analytics:
  ○ Collaborate with Research & Evaluation team to communicate findings to a broad audience
  ○ Leverage data and analytics to evaluate the effectiveness of OneTable’s communications, branding, and marketing strategies
  ○ Design and implement the process for measuring the effectiveness of OneTable’s brand strategy

• Copy-writing:
  ○ Write website, email, newsletter, collateral, and similar marketing copy under the organization’s name

Compensation:
Compensation for this role starts at $70,000. If you have significantly more experience with marketing or managing a team, let’s talk.

All employees are offered a full benefits package including:
• Health vision insurance - medical, dental and vision insurance currently through Aetna; OneTable pays 85% of the healthcare premium for each employee and 50% of the premium for dependents
• Paid time off, including all Jewish holidays
• 403b with a 5% matching after 13 months
• Pre-tax commuter benefits, flexible spending account, short and long-term disability and life insurance
• Additional support during COVID-19: monthly check-in surveys, staff happy hour trivia, check-out time during busy weeks, half-day Fridays 1/month, etc.
• Professional development and Jewish learning opportunities

Location: The position is currently remote with an option to return to the office eventually in one of OneTable's major markets (Atlanta, Bay Area, Boston, Chicago, DC, Denver, Miami, Los Angeles, New York).

NOTE: Due to the COVID-19 crisis, the OneTable team is currently working remotely - resources to set up a home office will be provided.

To Apply:
Click 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.

1. Applicants who move forward to the first-round screening will have an interview with a member of OneTable's People team.
2. Applicants who move forward from a first-round interview will be given a writing prompt and two days to return their writing.
3. Applicants who move forward from the prompt will have a second-round interview with the Chief Strategy Officer and a member of OneTable's leadership team.
4. Applicants moved to the final round will be asked to speak with a panel of OneTable employees (including the Chief Executive Officer).
   a. There may be an additional conversation with our Chief Strategy Officer.
5. References will be requested before the final round interview.
**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, and Asian people, Black Jews, Jews of Color, Sephardi and Mizrachi 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, alienage or citizenship 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.