



## **Mayyim Hayyim Marketing & Development Coordinator (full-time, remote/Boston-area preferred)**

Position available immediately; please submit cover letter and resume (PDF only), along with 3 samples of previous marketing work and/or social media posts to [jobs@mayyimhayyim.org](mailto:jobs@mayyimhayyim.org)

The Marketing & Development Coordinator manages Mayyim Hayyim marketing & communications efforts and provides essential support to Mayyim Hayyim's annual campaign. Working closely with the Chief Operations and Advancement Officer as well as the whole Mayyim Hayyim team, the Marketing & Development Coordinator delivers engaging marketing collateral and ensures smooth development operations.

Mayyim Hayyim Living Waters Community Mikveh and Paula Brody & Family Education Center is a welcoming, innovative, growing, mission-driven organization with a newly formed national education center. Mayyim Hayyim also serves as the international hub of the Rising Tide Open Waters Mikveh Network, developing innovative programming through a local "test kitchen" model serving the Jewish community of Greater Boston. Services include ritual immersion for traditional purposes and transitional life moments, educational programs, volunteer opportunities, conferences, and trainings.

### **Essential Job Functions may include:**

#### **Marketing and Communications**

- Together with Chief Operations and Advancement Officer, create annual communications strategy to support organizational goals
- Develop and implement organizational communications, content, and calendar, including email, general PR, and social media, and work with program staff on marketing programs to existing and new audiences
- Stay up-to-date on social media trends and best practices and scale Mayyim Hayyim's social media presence beyond marketing as a community engagement and education platform
- Ensure communications are in keeping with our mission, values, and brand standards
- Maintain website and marketing email lists
- Create collateral material for external audiences

#### **Development**

- Support all aspects of Mayyim Hayyim's annual campaign including producing materials, running Salesforce reports and lists, supporting the content creation for direct fundraising and mail and digital appeals, prospect research, and data evaluation
- Open mail and manage pledge follow-up process, and support Operations team staff to ensure accurate record keeping
- Provide logistical support and serve as vendor liaison for special fundraising and cultivation events

Other tasks as needed

Reports to the Mayyim Hayyim Chief Operations and Advancement Officer

## Essential Preparation, Knowledge, Skills, and Abilities

- 2-4 years' relevant experience
- Outstanding written and verbal communication skills
- An aesthetic eye and experience producing social media graphics
- Strong computer skills, including experience with social media, spreadsheets, and databases
- Team player – ability to take direction from multiple people
- Flexible – willing to wear a lot of hats
- Creative problem solver
- Proactive – doesn't wait to be told what to do
- Detail-oriented, even in the midst of many tasks and competing priorities
- Strong organizational and interpersonal skills
- Ability to maintain confidentiality with sensitive information
- Understanding of and interest in Mayyim Hayyim's mission and the greater Jewish community

## Preferred Skills and Experiences

- Experience with Salesforce, Wordpress, Mail Chimp, FormAssembly (or similar platforms); experience with social media platforms, Canva, basic video editing
- Website management/updating
- Previous work in a development office
- Bachelor's degree

## Working Conditions/Physical Demands

The Boston-based position includes a shared office with exclusive use of a computer, phone line, voicemail, and desk; office space is up two flights of stairs.

While our staff is primarily working from home during the pandemic, Boston-based applicants must be comfortable with some on-site work as needed. To learn more about how Mayyim Hayyim has adapted its operations during this time please visit <http://www.mayyimhayyim.org/covid-19-protocols>.

There is significant detail-oriented work. There are times when the work is fast-paced. The ability to handle stressful situations is important with multiple projects underway at the same time. The ability to work independently and collaboratively is essential. The position entails working with deadlines and prioritizing different responsibilities.

## Salary and Benefits

Starting salary range is between \$42,000 - \$45,000, assuming minimum requirements. Benefits include health insurance, paid time off, paid parental leave, Jewish and national holidays off, and the ability to leave early before Shabbat.

For more information about Mayyim Hayyim please visit [www.mayyimhayyim.org](http://www.mayyimhayyim.org) and [www.risingtideopenwaters.org](http://www.risingtideopenwaters.org).

*Mayyim Hayyim explicitly seeks to build a diverse staff and candidates from communities who have been marginalized are particularly encouraged to apply.*

