



SHALOM HARTMAN מכון INSTITUTE שלום הרטמן

VP of Communications and Marketing / Chief Creative Officer (English)

Mission and Philosophy

The Shalom Hartman Institute is a leading center of Jewish thought and education, serving Israel and North America. Our mission is to strengthen Jewish peoplehood, identity and pluralism and ensure that Judaism is a compelling force for good in the 21st century.

Position

The Vice President of Communications and Marketing / Chief Creative Officer (English) will be the lead professional responsible for the overall strategy and execution of all English language communications efforts, and will manage SHI NA's brand and brand strategy.

Critical aspects of this role include amplifying Hartman ideas in the public square, and building a "laboratory" within SHI NA that designs and disseminates digital and other non-programmatic products to communicate our ideas to target audiences. To date, this has included launching two podcasts, a quarterly journal, and one white paper. The Institute hopes to grow its ability with additional products such as web projects, original videos series, and reports. With new products and smart curation of existing resources, this team will enrich the Jewish communal conversation around the challenges and questions facing Jewish communal life.

This professional will supervise and build a staff to include expertise in audio and video production, social media curation and management, traditional marketing and advertising management, website, editorial staff, program management, and public relations.

Supervised directly by the Presidents of SHI and SHI NA, the Vice President will team with a counterpart in Israel tasked with Hebrew-language communications, directors of specific program areas, and the Kogod Research Center on issues of content and style to maintain consistency with Hartman brand and fidelity to Hartman ideas.

Responsibilities

- Oversees creation and execution of all digital and non-programmatic initiatives, including podcasts, video lecture series, webinars, journals, websites, webinars and online symposia, and conferences and special events;

- Responsible for the voice of the Shalom Hartman Institute in the public square in both traditional and social media;
- Build a “laboratory” within SHI NA for the creation of new products and digital tools for the proliferation of Hartman ideas;
- Supervise a staff to include expertise in audio and video production, social media curation and management, traditional marketing and advertising management, website, editorial staff, program management, and public relations;
- Serve as a thought partner for SHI NA program directors and regional directors to help them market their programs, communicate with target constituencies, and achieve their measurable goals;
- Partner with fundraising team to create and execute an effective communications strategy with donors;
- Create and sustain partnership with media outlets to help build the brand and reach new audiences;
- Monitor and strengthen SHI NA’s brand value across North America;
- Partners with directors of specific program areas and the Kogod Research Center on issues of content and style to maintain consistency with Hartman brand and fidelity to Hartman ideas.

Salary range and benefits: \$140,000 - \$170,000, commensurate with experience. Very competitive benefits package. SHI NA is an equal opportunity employer.

To apply:

Please send a resume and cover letter to jobs@shalomhartman.org. The cover letter should include descriptions of positions with relevant experience, and demonstration of successful expertise in the core demands of the position. No phone calls please.

We thank you for your interest in career opportunities with The Shalom Hartman Institute. Due to high volume, only those candidates selected for an interview will be contacted. Candidates who will be interviewed can expect a response within 2-3 weeks.