

Marketing Director for the Jewish Women Entrepreneurs and Executives

Location: Remote, but willing to travel, as needed (approximately 2-4 times per year) for events and conferences.

About The Organization: The Jewish Woman Entrepreneur & Executive (The JWE), provides women with the resources and connections they need to achieve their personal and professional goals. Through education, community and mentorship, The JWE cultivates financial independence; improving the lives of the women we support and the Jewish community at large.

Position Summary

The Jewish Woman Entrepreneur & Executive (The JWE) is seeking a dynamic, mission-driven **Marketing Director** to lead and execute all facets of our marketing and communications strategy. This is a unique opportunity for a creative, strategic thinker who's excited to roll up their sleeves—doing everything from designing in Canva to developing big-picture strategy—with the goal of eventually building and leading a high-performing marketing team.

As the first dedicated in-house marketing hire, you'll work closely with organizational leadership to elevate our brand, grow our audience, and deepen engagement through compelling storytelling, digital campaigns, and thoughtful partnerships. You'll shape how The JWE shows up in the world—empowering Jewish women and strengthening our vibrant, values-driven community.

This is a **30-hour/week remote position** with flexible work hours and a collaborative, purpose-driven environment. Occasional travel (2–4 times/year) is required for key in-person events and conferences. Salary range: \$80,000.

Responsibilities and Duties

Strategic Planning and Leadership

- Develop and lead overall marketing strategy aligned with organization goals
- Define key KPIs, marketing objectives, and performance metrics
- Oversee and manage marketing budget and allocate resources effectively
- Work with 3rd parties as needed, such as vendors, agencies, and freelancers
- Conduct market research, monitor industry trends, analyze insights to guide positioning and marketing segmentation

Brand Management

- Ensure brand consistency across all channels and materials

- Oversee development of brand voice, messaging, and visual identity
- Manage public relations and brand reputation
- Create compelling messaging for customer personas across all touchpoints

Digital Marketing & Communications

- Develop and manage digital campaigns (email, social, SEO, PPC, content, youtube)
- Oversee marketing timelines and campaign calendars
- Develop and oversee content strategy
- Lead web strategy, UX improvements, and conversion optimization that is metric driven
- Collaborate with internal teams to support events, campaigns, and launches
- Coordinate marketing efforts with strategic partners, influencers, and community building initiatives

How to Apply: Please complete the application [here](#)

Contact: With any questions, please reach out to Admin@thejwe.com