



Chief Program and Marketing Officer

JCC of Mid-Westchester (JCCMW) is a multi-generational center in Westchester. We support our community by offering outstanding human services, educational, cultural and recreational programs within and beyond our walls. Our programs are grounded in our Jewish values and we welcome all.

We are hiring a Chief Program and Marketing Officer (CPMO) to oversee our seven, core program units and the marketing team tasked with ensuring awareness and visibility for each of these important areas of operation. Those program units include:

- Nursery School, our traditional JCC nursery school
- Toward Tomorrow, our special needs nursery school
- Gymnastics
- Dance
- Aquatics
- Community Outreach, including Special Needs Enrichment and Older Adult Programming
- Karen Kolodny Center, Jewish programming and culture

The Chief Program and Marketing Officer will provide supervision, partnership, guidance and strategic direction to all of the program directors of each of the business units. Each program requires different oversight, regulations, strategy and support. The CPMO will hold a key role on the senior management team, advising the CEO and representing the various program interests. This person will also oversee all marketing efforts including PR, digital, advertising, branding, messaging and collateral development.

Required Knowledge/Skills/Abilities

- 10+ years of experience in marketing or program development
- Experience in multiple fields of work that this position oversees, including: fitness, children's programming, aquatics, Special Needs Enrichment, Jewish programming.
- 5+ years of marketing-specific experience (including digital, PR, advertising, branding, messaging and collateral development) for one or more of these fields of work.

- 3-5 years of non profit experience.
- Working knowledge of budgeting process, development of marketing schedules, familiarity in best practices of publicizing program efforts.

Other Characteristics & Requirements

- Exceptional Communication and interpersonal skills.
- Collaborative outlook with peers and subordinates.
- Ability to build and lead a high performing team.
- Strong bias for action.
- Organizational, time management, and problem solving skills.
- Professional and respectful demeanor and approach.

Note: JCC of Mid-Westchester requires that all employees be fully vaccinated (excluding any applicable reasonable medical accommodation).

The JCC of MidWestchester is an equal opportunity employer. The position is open to all and we do not discriminate on the basis of age, race, religion, gender, sexual orientation, color, disability, protected veteran status, gender identity/expression, national origin or any category protected by applicable law.

Salary : \$140,000-\$150,000

Please apply by sending resume to humanresources@jccmw.org