



Vice President of Marketing and Communications  
Brooklyn, NY

#### POSITION SPECIFICATION

**Chabad on Campus International**

**Vice President, Marketing and Communications**

Remote/Hybrid (Brooklyn, NY)

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#### ABOUT THE OPPORTUNITY

**Chabad on Campus International (COCI)** is seeking a dynamic, innovative, and results-oriented **Vice President, Marketing & Communications (Vice President)**. This is an exciting new role for a fast-growing organization at a time of unprecedented need and opportunity to strengthen Jewish identity and community on campus, requiring a leader who brings both extensive marketing expertise and deep sensitivity to the diverse audiences COCI serves. The Vice President will play a critical role in shaping a cohesive brand identity, managing and scaling a high-performing marketing team, amplifying awareness of COCI's work, and driving donor engagement. Reporting to the Senior Vice President of Program Operations, the Vice President will serve as a key member of the senior leadership team, working closely across departments to integrate marketing and communications efforts with organizational priorities.

A visionary leader with a versatile marketing skillset, the Vice President will amplify COCI's digital presence, strengthen fundraising initiatives, and position the organization as a powerful voice and partner in the Jewish communal and campus landscape.

*Key responsibilities include:*

#### **Developing and Executing Organizational Marketing Strategy**

- Design and drive a data-driven marketing and communications roadmap that advances COCI's brand, fundraising, and growth objectives.
- Collaborate with senior leadership to integrate marketing across a wide range of programs, fundraising, and community engagement.
- Oversee organization-wide marketing planning and campaign execution, ensuring alignment with brand standards, budget priorities, and strategic objectives.
- Lead messaging strategy for diverse audiences, including students, parents, donors, and campus leaders, ensuring brand cohesion while reflecting distinct needs and sensibilities.

#### **Building and Leading the Marketing Team and Cross-Functional Partnerships**

- Lead and manage the current marketing and communications team while recruiting, mentoring, and developing talent to drive organizational growth, visibility, and engagement.
- Foster a collaborative, innovative, and results-driven culture within the marketing and communications department.
- Partner with the Development team to align marketing efforts with fundraising strategies and create compelling donor communications and collateral.

- Apply audience insights and analytics to advise on targeted donor engagement and retention strategies.

#### **Shaping Brand, Digital, and Content Strategy**

- Strengthen COCI's brand identity across digital, print, and experiential platforms, engaging students, donors, and community audiences.
- Lead digital marketing initiatives, including website strategy, social media, SEO/SEM, and email communications.
- Create a unified brand experience across events, campaigns, publications, and digital channels.
- Develop resources and tools to promote brand consistency across COCI's network of 360+ Chabad Houses.

#### **Driving Public Relations and Media Engagement**

- Direct a proactive public relations strategy that amplifies COCI's visibility and impact across key media channels.
- Cultivate relationships with journalists, influencers, and outlets to generate meaningful coverage.
- Oversee the development of messaging, press materials, and media responses that reflect COCI's priorities, tone, and positioning while remaining responsive to broader media trends.

#### **ABOUT THE SUCCESSFUL CANDIDATE**

This is a unique opportunity for a bold, mission-driven marketing leader to shape COCI's marketing vision, lead a dynamic communications strategy, and build a best-in-class team as the organization scales to meet growing needs. Success in this role will require both visionary, strategic leadership and a deep understanding of how to navigate nuanced messaging across varied stakeholders.

*The ideal candidate will bring:*

- 10+ years of progressive experience in marketing and communications, including at least 5 years in a senior leadership role.
- Proven success managing and mentoring high-performing marketing teams, with experience supporting existing staff and expanding team capabilities.
- Demonstrated experience developing and implementing integrated marketing strategies.
- Deep knowledge of digital marketing, brand development, and emerging platforms.
- Experience supporting nonprofit fundraising efforts, audience engagement, and/or customer acquisition.

*As a leader, you are:*

- A creative and solutions-oriented thinker who thrives in a fast-paced, entrepreneurial environment.
- A collaborative and empathetic manager who builds trust and energizes cross-functional teams.
- Driven, resourceful, and motivated to achieve ambitious results with integrity and vision.
- Deeply inspired by COCI's mission to nurture Jewish identity and pride on campuses worldwide.
- Comfortable working in a mission-driven religious organization, with sensitivity to the diversity of COCI's stakeholders and communities.

**TO APPLY:** Please submit your resume and a thoughtful cover letter.

**COMPENSATION:** Salary range of \$200,000 – \$225,000 commensurate with experience plus generous benefits.

**LOCATION:** This is a remote position with the option to work in-office or in a hybrid capacity at COCI's headquarters in Brooklyn, New York.

#### **ABOUT THE ORGANIZATION**

Chabad on Campus International (COCI) is at the forefront of Jewish life on campus, supporting the sustainability and success of 360+ Chabad Houses serving over 950 campuses. Together with Chabad House Directors, COCI envisions a future where every Jewish student develops a deeper affinity, connection, and understanding of their faith, heritage, and identity.

COCI strengthens the work of more than 790 campus-based Chabad House Directors by providing student engagement resources, leadership development, and a strong international community of campus leaders.

Based in Brooklyn, New York, COCI has a rapidly expanding team of over 35 dedicated professionals and a growing annual operating budget of \$20 million. In today's climate, where Jewish identity and pride face growing challenges on campus, COCI is investing strategically to expand its reach and impact like never before.

*Chabad on Campus International is an equal opportunity employer and does not discriminate in hiring or employment on the basis of race, color, religion, national origin, gender identity and expression, marital status, sexual orientation, age, disability, veteran status, or any other characteristic protected by federal, state, or local law. Individuals of all backgrounds are encouraged to apply.*

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