



TAMID GROUP

Marketing Manager, TAMID Group

About TAMID Group:

TAMID facilitates experiential education and cultivates relationships to create a strong, lasting connection to Israel for emerging professionals. We serve 4,000 student members at 58 chapters located on college campuses around the world, as well as more than 9,000 alumni members working in a variety of professional fields. We reach our members through various programs.

TAMID Group seeks a highly motivated and organized Marketing Manager to execute the organization's daily marketing needs. This role is essential in amplifying TAMID's mission and impact by supporting all departments, including Campus, Alumni, Fellowship, Development, and Company Relations, with a wide range of marketing and communication initiatives. The Marketing Manager will report to TAMID's Chief of Staff, who oversees all internal and external strategic organizational communication needs. Together, they will collaborate to ensure alignment on messaging and strategy, while this position focuses on executing the day-to-day marketing tasks.

Detailed Job Responsibilities:

1. Content Creation and Social Media Management:

- Develop, maintain, and execute a comprehensive social media calendar across multiple platforms (LinkedIn, Instagram, Newsletters, etc.).
- Draft and create compelling social media posts, including graphics, using Canva or similar tools.
- Monitor and engage with TAMID's online audience, ensuring consistent tone and branding.

2. Email Marketing and Newsletters:

- Collaborate with various departments to write, design, and distribute newsletters tailored to specific audiences, such as Alumni, Student Members, Donors/Stakeholders, and Israeli Company Partners
- Optimize email campaigns for engagement, ensuring timely and effective communication.
- Use tools such as Mailchimp to create visually appealing, brand-aligned emails.

3. Storytelling and Content Development:

- Collect, organize, and utilize stories from TAMID members, alumni, and partners to create impactful content for newsletters, social media, and other platforms.
- Build and maintain a repository of testimonials, case studies, and success stories to highlight TAMID's influence on its community and the broader ecosystem.

4. Brand Management:

- Ensure brand consistency across all marketing materials and communication channels.
- Collaborate with team members to support the creation of event materials, promotional graphics, and presentations.

5. Cross-Departmental Collaboration:

- Partner with Campus, Alumni, Fellowship, Development, and Company Relations teams to develop and execute marketing initiatives tailored to their goals.
- Assist with creating materials and content for events, campaigns, and strategic initiatives.

6. Administrative and Organizational Support:

- Manage the organization's website, making content updates and changes as necessary to ensure accuracy and alignment with TAMID's branding.
- Organize and manage TAMID's digital asset library, ensuring easy access to marketing materials.



- Track and report on key metrics for marketing performance, offering insights to improve effectiveness.
- Support manager in executing internal organizational communication strategies.
- Stay up-to-date with emerging marketing trends and tools relevant to TAMID's work.
- Support ad hoc organizational marketing needs as they arise.
- Proactively identify new opportunities to enhance TAMID's visibility and engagement with its community.

Required Skills and Experience:

- 3-5 years of hands-on experience in marketing, communications, or a related field, preferably in a nonprofit or mission-driven organization.
- Proven ability to create engaging content, including graphic design, social media posts, and newsletters.
- Proficiency with tools such as Canva, Mailchimp (or equivalent), and project management systems like Monday.com.
- Exceptional writing, editing, and storytelling skills with a keen eye for detail.
- Strong organizational skills and the ability to manage multiple projects simultaneously.
- Ability to work collaboratively across departments and adapt to evolving priorities.
- Enthusiasm for TAMID's mission and a connection to Israel is highly valued.

Benefits:

- Leaving your mark on a dynamic non-profit organization
- Paid vacation time and sick leave
- Paid holidays, including Jewish and US Federal Holidays
- High quality medical, vision, dental, short & long-term disability plans
- 401k match after 1 year of employment
- Monthly gym, phone, and work from home stipends

This is a fully remote position in the U.S with a strong preference for candidates located on the east coast/midwest. We frequently connect with team members in Israel via zoom, Slack, and monday.com. We largely maintain east coast business hours, with flexibility as needed. This position requires occasional evening/weekend hours and occasional domestic or international travel (to Israel).

Salary for this role is \$65,000-75,000, commensurate with experience.

Hiring Process and Timeline:

- Applications will be accepted on a rolling basis.

To Apply: Interested candidates should submit their resume and a cover letter detailing their interest in the position and relevant experience, providing examples of past marketing work, [here](#). Applications will be reviewed on a rolling basis.

TAMID Group provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, TAMID complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training. TAMID expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of TAMID's employees to perform their job duties may result in discipline up to and including discharge.