



ADDLESTONE
HEBREW ACADEMY

TRADITION - LEADERSHIP - EXCELLENCE

MARKETING & DEVELOPMENT ASSISTANT

LOCATION	Addlestone Hebrew Academy
JOB TYPE	Full-time
SALARY	Commensurate with experience
BENEFITS	Dental, health, retirement, tuition discounts, and vision insurance are available. Paid time off.

Position Overview

The Marketing & Development Assistant will support the Director of Marketing and Development in promoting the school's mission, ensuring consistent branding, and implementing strategic fundraising initiatives. This position includes both administrative and hands-on responsibilities to increase awareness, drive donor support, and cultivate strong community relationships. The ideal candidate is creative, highly organized, and has strong communication skills with a passion for storytelling, relationship-building, and teamwork.

Key Responsibilities

Marketing & Communications

- Assist in the development and execution of marketing campaigns to increase awareness and visibility of Addlestone Hebrew Academy.
- Maintain consistent branding and effective communication across all platforms to support enrollment, community engagement, and event promotion.
- Maintain and update an inventory of branded items.
- Create and manage engaging content for social media platforms (Facebook, Instagram, YouTube, LinkedIn, Vimeo), including curating teacher and staff content.
- Plan and implement promotional strategies for each school event across all digital and print platforms.
- Maintain and update the school website, ensuring current information.
- Coordinate and manage segmented communications, including weekly newsletters, targeted emails, and text reminders.
- Design and distribute printed marketing materials (flyers, banners for the car loop and marquee, postcards for families and synagogues).
- Maintain a cohesive marketing theme across all efforts (e.g., Celebrating a Year of STEAM 2025-2026; Jewish COMMUNITY Day School).
- Stay current with trends in day school marketing through Prizmah meetups and "reshet" group participation.
- Attend monthly meetings with local Jewish administrative professionals to share upcoming events and build strong community ties.



Development & Fundraising

- Assist the Director of Marketing and Development and Head of School in planning, promoting, and executing fundraising initiatives.
- Support cultivation and stewardship of the donor base, including corporate partnerships, alumni giving, and grant opportunities.
- Maintain and update the donor database with accurate records of donations and communications.
- Research potential funding opportunities and support grant applications.
- Assist in the creation and distribution of donor-related communications, including pledge reminders, thank-you notes, and acknowledgment materials.
- Write and prepare development-related communications such as appeals, newsletters, campaign materials, and website content.

Event Coordination & Community Engagement

- Coordinate event marketing strategies and ensure alignment with overall branding.
- Design, distribute, and manage invitations, RSVPs, and event planning.

PROFESSIONAL QUALIFICATIONS

- Five or more years of fundraising experience in non-profit or comparable business organization;
- Bachelor's Degree, at minimum. Masters degree or higher preferred;
- Experience in working with high net worth individuals;
- Comprehensive knowledge of fundraising strategies;
- Superior persuasive oral and written communication skills;
- Skilled in relationship development with donors, community leaders, clergy and colleagues;
- Knowledge of and experience with a CRM database;
- Highly organized, detail-oriented, and strategic in project and event management;
- Action-oriented, with a desire and ability to prioritize multiple projects and meeting deadlines simultaneously.

TO APPLY

Interested and qualified applicants should submit (preferably in separate PDFs) the following materials to rabbip@addlestone.org:

- Cover letter expressing interest in this particular position;
- Current resumé and salary expectations.